

17th National Conference on Chronic Disease Prevention and Control

program book



Gateway to Lifelong Health
The Community Connection



Prevention Research
Centers Program



17th National Conference on Chronic Disease Prevention and Control

program book

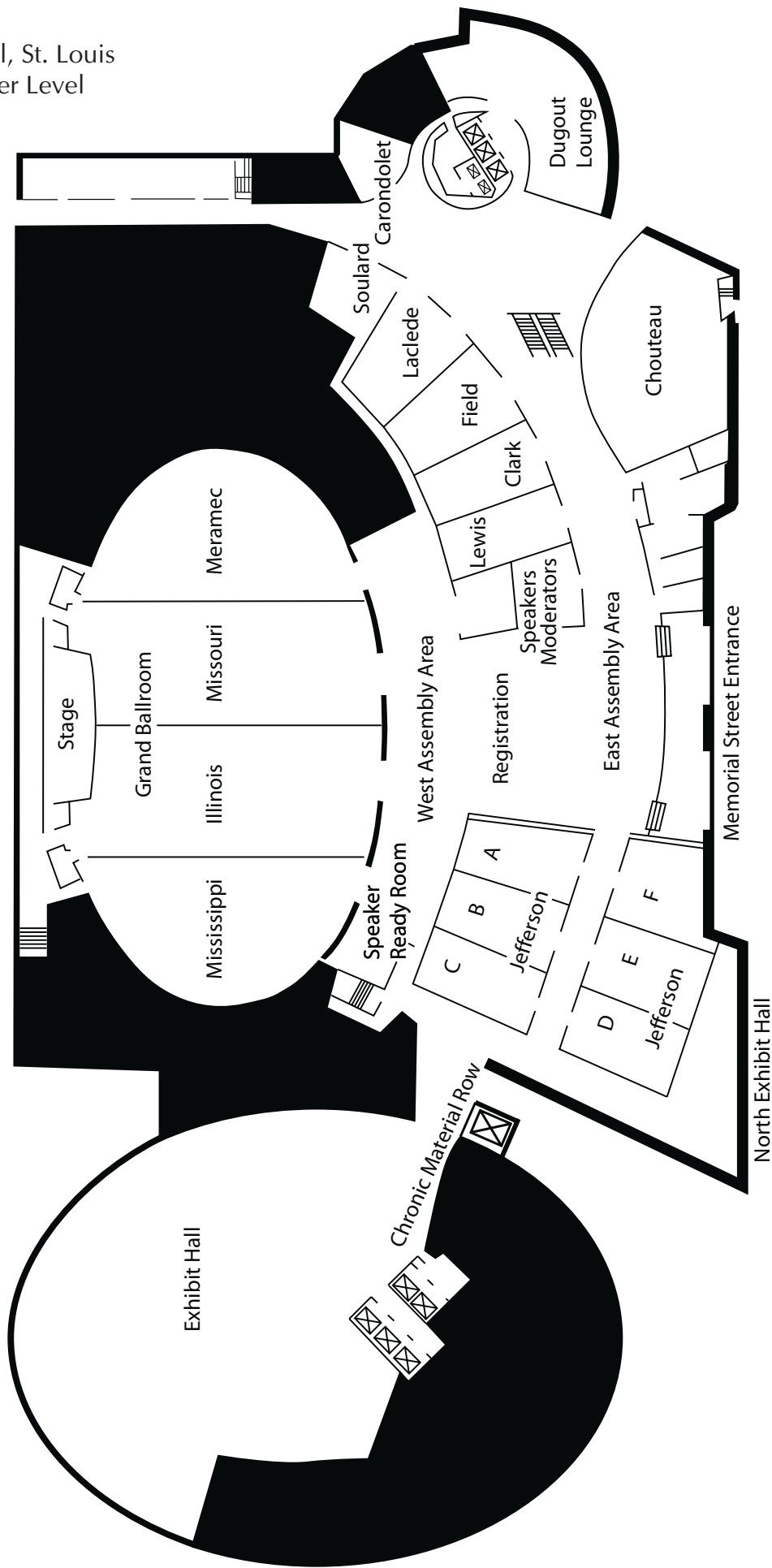


Gateway to Lifelong Health
The Community Connection

Millennium Hotel St. Louis



Map
Millennium Hotel, St. Louis
Convention Center Level



conference at-a-glance

Tuesday, February 18, 2003

11:30 a.m.–6:30 p.m.	Start the Day with Healthy Activities	Soulard Room
8:00 a.m.–10:00 p.m.	Ancillary Meetings	
2:00 p.m.–7:00 p.m.	Registration	East Assembly Area

Wednesday, February 19, 2003

6:30 a.m.–7:00 p.m.	Start and End the Day with Healthy Activities	Soulard Room
6:30 a.m.–4:30 p.m.	Ancillary Meetings	
7:00 a.m.–8:00 a.m.	Continental Breakfast	Exhibit Hall
7:00 a.m.–7:00 p.m.	Registration	East Assembly Area
8:00 a.m.–8:15 a.m.	Eye Opener	Missouri/Illinois Ballrooms
8:30 a.m.–9:30 a.m.	Opening Plenary: <i>Gateway to Lifelong Health: The Community Connection</i>	Missouri/Illinois Ballrooms
9:30 a.m.–10:00 a.m.	Plenary Presentation: <i>Meet the CDC Director</i>	Missouri/Illinois Ballrooms
10:00 a.m.–10:30 a.m.	Plenary Presentation: <i>Meet the Nation's Surgeon General</i>	Missouri/Illinois Ballrooms
10:30 a.m.–11:00 a.m.	Exhibit Hall Opens/Break and Refreshments	Exhibit Hall
11:00 a.m.–12:00 noon	Award Presentation: <i>The Fries Prize for Improving Health</i>	Missouri/Illinois Ballrooms
12:00 noon–1:30 p.m.	Lunch on Your Own/Roundtable Presentations	Meramec and Mississippi Rooms
1:30 p.m.–2:30 p.m.	Plenary Presentation: <i>Funding a Healthy Future: Putting Tobacco Settlement Dollars to Work</i>	Missouri/Illinois Ballrooms
2:30 p.m.–2:45 p.m.	Refreshment Break	Exhibit Hall
2:45 p.m.–4:15 p.m.	Concurrent Sessions 1-4 <ul style="list-style-type: none">• Orientation to CDC's NCCDPHP, the CDD, and the PRC Program• Genomics—Family History• Healthy Lifestyles for Healthy Communities• Introduction and Framework for Evaluation	Meramec Room Laclede Room Field Room Jefferson Suite D

Wednesday, February 19, 2003

2:45 p.m.–4:15 p.m.	Concurrent Skills Building Session 1 <ul style="list-style-type: none"> Economic Evaluation Methods for Chronic Disease Prevention Programs and Applications to Inform Decision Making 	Mississippi Room
2:45 p.m.–4:15 p.m.	Concurrent Abstract Sessions 1-6 <ul style="list-style-type: none"> Public Health and Aging: Meeting the Call to Action Strategies to Promote Healthy Eating Implementing and Assessing Work Site Health Programs Physical Activity Strategies for Youth Taking on Disparities: Research and Interventions Identifying Opportunities for Improving School Health 	Clark Room Lewis Room Jefferson Suite A Jefferson Suite B Jefferson Suite C Jefferson Suite E
4:15 p.m.–4:30 p.m.	Refreshment Break	Exhibit Hall
4:30 p.m.–6:00 p.m.	Concurrent Sessions 5-10 <ul style="list-style-type: none"> Translating Science into Public Health Action: The Experience in Preventing Chronic Diseases in Missouri Implication of Recent Research on Hormone Replacement Therapy—What Do We Say, What Do We Do? Youth-Directed Marketing: Putting the Consumers in the Back Seat, Front Seat, or Behind the Wheel? Community Development: Designing Healthier Communities Prescription Drug Availability Late Breaking News 	Meramec Room Laclede Room Jefferson Suite C Jefferson Suite D Jefferson Suite E Mississippi Room
4:30 p.m.–6:00 p.m.	Concurrent Skills Building Session 2 <ul style="list-style-type: none"> SyberShop: Digital Solutions for Eating Healthy and Being Active 	Field Room
4:30 p.m.–6:00 p.m.	Concurrent Abstract Sessions 7-10 <ul style="list-style-type: none"> Mental Health and Well-Being Among Older Adults Updates on Clinical Preventive Services Discouraging Tobacco Use in Diverse Populations Chronic Disease from Policy, Programmatic, and Research Perspectives 	Clark Room Lewis Room Jefferson Suite A Jefferson Suite B
7:00 p.m.–10:00 p.m.	Gala Reception at The Gateway Arch	

Thursday, February 20, 2003

6:30 a.m.–7:00 p.m.	Start and End the Day with Healthy Activities	Soulard Room
6:30 a.m.–10:00 p.m.	Ancillary Meetings	
7:00 a.m.–8:00 a.m.	Continental Breakfast	Exhibit Hall
7:00 a.m.–7:00 p.m.	Registration	East Assembly Area
8:00 a.m.–9:30 a.m.	Plenary Presentation: <i>Investing in Healthy Communities: Successful Strategies</i>	Missouri/Illinois Ballrooms
9:30 a.m.–9:45 a.m.	Refreshment Break	Exhibit Hall
9:45 a.m.–11:15 a.m.	Concurrent Sessions 11-16	
	• More than the Sum of its Parts: Successful Integration of Chronic Disease Programs	Meramec Room
	• Partners at Work: Blueprint for Effective Partnerships (Part 1)	Jefferson Suite D
	• From the Hill: How to Make Your Voice Heard Above the Clatter	Laclede Room
	• Catching Tweens in Action: The Youth Media Campaign	Jefferson Suite A
	• Evaluation in Practice: Methods, Models, and Reality Issues	Jefferson Suite C
	• Public Health Strategies for Older Adults: Seizing the Opportunities	Mississippi Room
9:45 a.m.–11:15 a.m.	Concurrent Skills Building Session 3	
	• Improving Community Environments for Nutrition and Physical Activity	Field Room
9:45 a.m.–11:15 a.m.	Concurrent Abstract Sessions 11-14	
	• Challenges and Strategies in Cancer Prevention and Control	Clark Room
	• School Health: Risk, Resiliency, and Academic Performance	Lewis Room
	• Tobacco Control Networks: New Partners, New Methods	Jefferson Suite B
	• Raising the Bar in Diabetes Care	Jefferson Suite E
11:15 a.m.–12:00 noon	The Gold Medal Mile	Hotel Lobby Level
12:00 noon–1:30 p.m.	Lunch on Your Own/Poster Presentations	West Assembly Area
1:15 p.m.–1:30 p.m.	After Lunch Stretch	Missouri/Illinois Ballrooms
1:30 p.m.–2:45 p.m.	Plenary Presentation: <i>Stroke in America—Progress and Challenges</i>	Missouri/Illinois Ballrooms
2:45 p.m.–3:00 p.m.	Refreshment Break	Exhibit Hall
3:00 p.m.–4:30 p.m.	Concurrent Sessions 17-22	
	• Localizing National Media Campaigns: Bringing the Message Home	Meramec Room

Thursday, February 20, 2003

	<ul style="list-style-type: none"> • National Policy Initiatives and Lessons Learned 	Mississippi Room
	<ul style="list-style-type: none"> • The Power of the Collective to Eliminate Health Disparities 	Laclede Room
	<ul style="list-style-type: none"> • Vision Loss: A Public Health Problem 	Field Room
	<ul style="list-style-type: none"> • Partners at Work: Building for Success (Part 2) 	Jefferson Suite C
	<ul style="list-style-type: none"> • Planning for Stroke Prevention 	Jefferson Suite D
3:00 p.m.–4:30 p.m.	Concurrent Skills Building Session 4	
	<ul style="list-style-type: none"> • Basic Principles of Grant Writing 	Jefferson Suite A
3:00 p.m.–4:30 p.m.	Concurrent Abstract Sessions 15-18	
	<ul style="list-style-type: none"> • Physical Activity in Rural and Urban Populations 	Clark Room
	<ul style="list-style-type: none"> • Community Health Capacity: Lessons Learned 	Lewis Room
	<ul style="list-style-type: none"> • Tapping the Evidence for Osteoporosis and Arthritis Programs 	Jefferson Suite B
	<ul style="list-style-type: none"> • Community-Based Strategies to Promote Healthy Aging 	Jefferson Suite E
4:30 p.m.–4:45 p.m.	Refreshment Break	Exhibit Hall
4:45 p.m.–6:15 p.m.	Concurrent Sessions 23-27	
	<ul style="list-style-type: none"> • State Policy Initiatives and Lessons Learned 	Meramec Room
	<ul style="list-style-type: none"> • The Mid-America Coalition on Health Care 	Clark Room
	<ul style="list-style-type: none"> • Best Practices for Promoting Health Across the Lifespan 	Field Room
	<ul style="list-style-type: none"> • The Journey from Efficacy to Effectiveness: The Diabetes Example 	Jefferson Suite C
	<ul style="list-style-type: none"> • Understanding the Community Perspective on Eliminating Health Disparities 	Jefferson Suite D
4:45 p.m.–6:15 p.m.	Concurrent Skills Building Session 5	
	<ul style="list-style-type: none"> • Communicating for Policy and Environmental Change: Taking Action for Heart-Healthy and Stroke-Free States 	Laclede Room
4:45 p.m.–6:15 p.m.	Concurrent Abstract Sessions 19-23	
	<ul style="list-style-type: none"> • Determinants of Obesity: Current Knowledge and Implications for Practice 	Mississippi Room
	<ul style="list-style-type: none"> • Arthritis and Physical Activity Among Older Adults 	Lewis Room
	<ul style="list-style-type: none"> • Assessing School Health: Qualitative and Quantitative Approaches 	Jefferson Suite A
	<ul style="list-style-type: none"> • Access to Nutritious Foods: Engaging the Food Industry 	Jefferson Suite B
	<ul style="list-style-type: none"> • Research, Policy, and Programmatic Agendas for Physical Activity 	Jefferson Suite E

Friday, February 21, 2003

6:30 a.m.–8:30 a.m.	Start the Day with Healthy Activities	Soulard Room
6:30 a.m.–6:00 p.m.	Ancillary Meetings	
7:00 a.m.–8:00 a.m.	Continental Breakfast	Exhibit Hall
7:00 a.m.–2:00 p.m.	Registration	East Assembly Area
8:00 a.m.–9:30 a.m.	Concurrent Sessions 28-30	
	• Health Promotion Activities in the Americas	Meramec Room
	• New Electronic Journal from the National Center for Chronic Disease Prevention and Health Promotion	Jefferson Suite A
	• Work Site Health Promotion	Laclede Room
8:00 a.m.–9:30 a.m.	Concurrent Skills Building Session 6	
	• Promoting the Use of the School Health Index	Field Room
8:00 a.m.–9:30 a.m.	Concurrent Abstract Sessions 24-30	
	• Applications of Community-Based Research	Clark Room
	• Physical Activity: Does the Environment Matter?	Lewis Room
	• From Our Perspective: Five National Organizations Discuss Healthy Aging	Mississippi Room
	• Documenting and Reducing Health Disparities	Jefferson Suite B
	• In Pursuit of Health: A Kaleidoscope of Research and Practice	Jefferson Suite C
	• Policy and Environmental Change for Cardiovascular Health	Jefferson Suite D
	• Diabetes Prevention and Care for Diverse Populations	Jefferson Suite E
9:30 a.m.–10:00 a.m.	Break	Exhibit Hall
10:00 a.m.–11:30 a.m.	Concurrent Session 31	
	• Research Basis for Alternative Approaches to Preventing Chronic Diseases	Meramec Room
10:00 a.m.–11:30 a.m.	Concurrent Skills Building Sessions 7-9	
	• Using Local Media to Disseminate Chronic Disease Prevention Messages to Targeted Ethnic Communities	Mississippi Room
	• Using Intervention Mapping to Develop Effective School-Based Interventions	Laclede Room
	• A CDC Physical Activity Promotion and Evaluation Toolkit	Field Room
10:00 a.m.–11:30 a.m.	Concurrent Abstract Sessions 31- 37	
	• Improving Oral Health in At-Risk Populations	Clark Room
	• Cancer Screening Programs: Evaluate and Adjust for Success	Lewis Room
	• Arthritis: Updates in Communications and Clinical Services	Jefferson Suite A
	• Understanding Disparities in Cardiovascular Health	Jefferson Suite B

Friday, February 21, 2003

	<ul style="list-style-type: none">• The Obesity Epidemic: Research and Responses• Pathways to Health—Promoting Lifestyle Change• Mobilizing Communities for Diabetes Control and Health Promotion	Jefferson Suite C Jefferson Suite D
11:45 a.m.–12:30 p.m.	Plenary Presentation: <i>The Art of Leadership in Public Health</i>	Jefferson Suite E Missouri/Illinois Ballrooms
12:30 p.m.–1:00 p.m.	Closing Plenary	Missouri/Illinois Ballrooms

<i>Planning Committee</i>	1
<i>General Information</i>	5
<i>Program Schedule</i>	11

Tuesday, February 18, 2003

Healthy Activities	11
Ancillary Meetings.	11
Registration	11

Wednesday, February 19, 2003

<i>Events</i>	11
<i>Opening Plenary</i>	
Gateway to Lifelong Health: The Community Connection	12
<i>Plenary Presentation</i>	
Meet the CDC Director.	12
<i>Plenary Presentation</i>	
Meet the Nation's Surgeon General.	13
<i>Award Presentation</i>	
The Fries Prize for Improving Health	14
<i>Roundtable Presentations</i>	15
<i>Plenary Presentation</i>	
Funding a Healthy Future: Putting Tobacco Settlement Dollars to Work	19
<i>Concurrent Sessions 1-4</i>	
Orientation to CDC's NCCDPHP, the CDD, and the PRC Program	20
Genomics—Family History.	21
Healthy Lifestyles for Healthy Communities.	22
Introduction and Framework for Evaluation	23
<i>Concurrent Skills Building Session 1</i>	
Economic Evaluation Methods for Chronic Disease Prevention Programs and Applications to Inform Decision Making	24
<i>Concurrent Abstract Sessions 1-6</i>	
Public Health and Aging: Meeting the Call to Action	25
Strategies to Promote Healthy Eating.	26
Implementing and Assessing Work Site Health Programs	27
Physical Activity Strategies for Youth	28
Taking on Disparities: Research and Interventions	29
Identifying Opportunities for Improving School Health	30

Concurrent Sessions 5-10

Translating Science into Public Health Action: The Experience in Preventing Chronic Diseases in Missouri	31
Implication of Recent Research on Hormone Replacement Therapy—What Do We Say, What Do We Do?	32
Youth-Directed Marketing: Putting the Consumers in the Back Seat, Front Seat, or Behind the Wheel?	33
Community Development: Designing Healthier Communities	34
Prescription Drug Availability	35
Late Breaking News	36

Concurrent Skills Building Session 2

SyberShop: Digital Solutions for Eating Healthy and Being Active	37
--	----

Concurrent Abstract Sessions 7-10

Mental Health and Well-Being Among Older Adults	38
Updates on Clinical Preventive Services	39
Discouraging Tobacco Use in Diverse Populations	40
Chronic Disease from Policy, Programmatic, and Research Perspectives	41

Thursday, February 20, 2003

<i>Events</i>	42
-------------------------	----

Plenary Presentation

Investing in Healthy Communities: Successful Strategies	43
---	----

Concurrent Sessions 11-16

More than the Sum of its Parts: Successful Integration of Chronic Disease Programs	44
Partners at Work: Blueprint for Effective Partnerships (Part 1)	45
From the Hill: How to Make Your Voice Heard Above the Clatter	46
Catching Tweens in Action: The Youth Media Campaign	47
Evaluation in Practice: Methods, Models, and Reality Issues	48
Public Health Strategies for Older Adults: Seizing the Opportunities.	49

Concurrent Skills Building Session 3

Improving Community Environments for Nutrition and Physical Activity.	50
---	----

Concurrent Abstract Sessions 11-14

Challenges and Strategies in Cancer Prevention and Control	51
School Health: Risk, Resiliency, and Academic Performance	52
Tobacco Control Networks: New Partners, New Methods	53
Raising the Bar in Diabetes Care	54

<i>Gold Medal Mile</i>	55
----------------------------------	----

Poster Presentations

Communicating with Policy Makers	56
--	----

Creating Policy and Environmental Change.	56
Social Marketing and Communications.	58
Eliminating Health Disparities	59
Creative Partnering	61
Emerging Issues in Chronic Disease	62
Healthy Behaviors and Quality of Life at Every Age	63
Translating Research to Practice	64
Research and Evaluation Methods for Chronic Disease Prevention Initiatives.	64
<i>Plenary Presentation</i>	
Stroke in America—Progress and Challenges	66
<i>Concurrent Sessions 17-22</i>	
Localizing National Media Campaigns: Bringing the Message Home.	67
National Policy Initiatives and Lessons Learned	68
The Power of the Collective to Eliminate Health Disparities	69
Vision Loss: A Public Health Problem.	70
Partners at Work: Building for Success (Part 2)	71
Planning for Stroke Prevention.	72
<i>Concurrent Skills Building Session 4</i>	
Basic Principles of Grant Writing	73
<i>Concurrent Abstract Sessions 15-18</i>	
Physical Activity in Rural and Urban Populations	74
Community Health Capacity: Lessons Learned	75
Tapping the Evidence for Osteoporosis and Arthritis Programs	76
Community-Based Strategies to Promote Healthy Aging	77
<i>Concurrent Sessions 23-27</i>	
State Policy Initiatives and Lessons Learned	78
The Mid-America Coalition on Health Care	79
Best Practices for Promoting Health Across the Lifespan.	80
The Journey from Efficacy to Effectiveness: The Diabetes Example	81
Understanding the Community Perspective on Eliminating Health Disparities	82
<i>Concurrent Skills Building Session 5</i>	
Communicating for Policy and Environmental Change: Taking Action for Heart-Healthy and Stroke-Free States	83
<i>Concurrent Abstract Sessions 19-23</i>	
Determinants of Obesity: Current Knowledge and Implications for Practice	84
Arthritis and Physical Activity Among Older Adults	85
Assessing School Health: Qualitative and Quantitative Approaches	86
Access to Nutritious Foods: Engaging the Food Industry	87
Research, Policy, and Programmatic Agendas for Physical Activity	88

Friday, February 21, 2003

<i>Events</i>	89
<i>Concurrent Sessions 28-30</i>	
Health Promotion Activities in the Americas	90
New Electronic Journal from the National Center for Chronic Disease Prevention and Health Promotion	91
Work Site Health Promotion	92
<i>Concurrent Skills Building Session 6</i>	
Promoting the Use of the School Health Index	93
<i>Concurrent Abstract Sessions 24-30</i>	
Applications of Community-Based Research	94
Physical Activity: Does the Environment Matter?	95
From Our Perspective: Five National Organizations Discuss Healthy Aging.	96
Documenting and Reducing Health Disparities	97
In Pursuit of Health: A Kaleidoscope of Research and Practice	98
Policy and Environmental Change for Cardiovascular Health	99
Diabetes Prevention and Care for Diverse Populations	100
<i>Concurrent Session 31</i>	
Research Basis for Alternative Approaches to Preventing Chronic Diseases.	101
<i>Concurrent Skills Building Sessions 7-9</i>	
Using Local Media to Disseminate Chronic Disease Prevention Messages to Targeted Ethnic Communities	102
Using Intervention Mapping to Develop Effective School-Based Interventions	103
A CDC Physical Activity Promotion and Evaluation Toolkit.	104
<i>Concurrent Abstract Sessions 31-37</i>	
Improving Oral Health in At-Risk Populations	105
Cancer Screening Programs: Evaluate and Adjust for Success	106
Arthritis: Updates in Communications and Clinical Services	107
Understanding Disparities in Cardiovascular Health.	108
The Obesity Epidemic: Research and Responses	109
Pathways to Health—Promoting Lifestyle Change	110
Mobilizing Communities for Diabetes Control and Health Promotion	111
<i>Plenary Presentation</i>	
The Art of Leadership in Public Health	112
<i>Closing Plenary</i>	112
<i>Ancillary Meetings</i>	113
<i>Index</i>	118

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general information

Conference Highlights

The theme, “Gateway to Lifelong Health: The Community Connection,” captures the opportunities and challenges we face at the beginning of the 21st century in chronic disease prevention and control. The following subthemes served as a framework for conference planning and are touchstones for effective public health action:

- ♦ Communicating with policy makers
- ♦ Creating policy and environmental change
- ♦ Social marketing and communications
- ♦ Eliminating health disparities
- ♦ Creative partnering
- ♦ Emerging issues in chronic disease
- ♦ Healthy behaviors and quality of life at every age
- ♦ Translating research to practice
- ♦ Research and evaluation methods for chronic disease prevention initiatives

Plenary Highlights

Day 1

Conference attendees will meet Julie L. Gerberding, MD, MPH, newly appointed director of the Centers for Disease Control and Prevention, who will share her vision for CDC. Dr. Gerberding will then introduce the 17th Surgeon General of the United States, VADM Richard H. Carmona, MD, MPH, FACS, who will discuss his top priorities for The Office of the Surgeon General.

Dr. Gerberding will join Sarah Tilton Fries in presenting the 2002 Fries Prize to Millie I. Webb, Past National President, Mothers Against Drunk Driving (MADD). Mrs. Webb organized the first MADD chapter in her hometown in Tennessee and later led the grassroots community and national effort that established the lifesaving national standard of .08% blood alcohol content for drunk driving.

After lunch, Attorney General Mike Moore from Mississippi will provide his perspective on fighting Big Tobacco in “*Funding a Healthy Future: Putting Tobacco Settlement Dollars to Work.*” Attorney General Moore received national attention when he filed the first lawsuit against 13 tobacco companies, making Mississippi the first state to insist that cigarette manufacturers reimburse the state for costs it incurred treating smoking-related illnesses. This suit resulted in a \$4.1 billion settlement for the State of Mississippi.

Day 2

The morning plenary session, “*Investing in Healthy Communities: Successful Strategies,*” features presentations by S. Leonard Syme, PhD, Professor Emeritus of Epidemiology at the University of California at Berkeley, and William Novelli, Executive Director and CEO of AARP. These well-known speakers will provide their academic and real-world perspectives on this theme. Dr. Syme will lay a foundation for engaging communities as major partners to achieve a

shared vision for a healthier society. Mr. Novelli, who heads AARP, a membership organization of over 35 million people aged 50 and older, will bring his multidimensional experience to this theme. Mr. Novelli was formerly President of the Campaign for Tobacco-Free Kids and co-founder of Porter Novelli, one of the world's largest public relations agencies.

In a session following lunch, CDC will unveil the new *Atlas of Stroke Mortality: Racial, Ethnic, and Geographic Disparities in the United States*. The stroke atlas presents, for the first time, an extensive series of national, state-, and county-level maps showing disparities in stroke death rates for the five largest racial and ethnic groups in the United States. The lead author of this groundbreaking publication and a panel of diverse experts on stroke will lead the audience in an open discussion on the burden of stroke, the magnitude of disparities, novel state-based strategies to address stroke, and future environmental and policy issues and challenges.

Day 3

The topic of the morning plenary is "*The Art of Leadership in Public Health*." We are pleased to welcome as our presenter Frances Hesselbein, Chairman of the Board of Governors of the Peter F. Drucker Foundation for Nonprofit Management. Mrs. Hesselbein was awarded the Presidential Medal of Freedom, the nation's highest civilian honor, in 1998.

Conference Goals

- ♦ Enhance and expand the knowledge of science-based and effective program interventions in the field of chronic disease prevention and control.
- ♦ Provide enriched opportunities for information exchange, discussion, and capacity building for chronic disease prevention and control professionals.

Conference Objectives

The conference will provide multiple opportunities for attendees to increase their knowledge and skills to:

- ♦ Incorporate cost-effective approaches to reduce the burden of chronic disease.
- ♦ Integrate cutting-edge research and research methods into federal, state, and local programs.
- ♦ Apply proven prevention strategies from research and identified best practices.
- ♦ Develop new and effective skills.
- ♦ Increase capacity for cultural competence and working with diverse populations.
- ♦ Develop new working relationships between and among federal, state, and local health departments, voluntary health agencies, and professional organizations.
- ♦ Build and strengthen coalitions and partnerships.

Other Conference Highlights

- ♦ New focus on research and evaluation methods
- ♦ Catching Tweens in Action: the Youth Media Campaign
- ♦ Several sessions focusing on policy at state and national levels
- ♦ More than 200 research and programmatic sessions, posters, and skills training sessions
- ♦ Abundant opportunities to earn continuing education credits

Conference Cost

On-Site Registration \$245

Student Registration \$ 75

Payment Method

For payment of fees, ASTCDPD will accept payment by corporate agency, personal check, purchase order, **VISA, or MasterCard**. Payment must be included with your conference registration form. Registration includes all conference materials, access to sessions and exhibits, and continental breakfasts and breaks each day, and the Wednesday evening reception.

Continuing Education Credits

Continuing education credits will be offered for various professions based on 18.5 hours of instruction. Credit will be given only to those who attend sessions and complete required documentation. Participants can receive continuing education credits by completing the evaluation booklet included with the conference materials.

We thank the Rollins School of Public Health of Emory University for its help in securing continuing education credits for attending professionals.

Hotel Information

The conference hotel is the Millennium Hotel, 200 South Fourth Street, St. Louis, Missouri.

Telephone number for reservations: (314) 241-9500

Fax number for reservations: (314) 241-9601

Guest Fax: (314) 516-8149

Check-in time begins at 3:00 p.m. Check-out time is 12:00 noon.

Travel Arrangements

American Express One, the official travel agency for the **17th National Conference on Chronic Disease Prevention and Control**, has negotiated discounted airfares for all meeting attendees with American Airlines if your reservations are made 30 days before the conference. To reserve your flight, call American Express One's toll-free number (800) 872-9954 or (410) 772-8500 between the hours of 9:00 a.m. and 5:00 p.m. (EST). When requesting reservations or information, please refer to **Meeting Code 611899/KEVRIC**.

Ground Transportation from the Airport

The hotel is located about 20 minutes north of the Lambert-St. Louis International Airport. Round trip shuttle service is \$20; one way is \$11. Taxi fare is about \$35. The MetroLink rail is \$3 per person and will drop you off about three blocks from the hotel.

Conference Check-In

The conference on-site and advance registration desks are located on the Convention Center Level and will be open the following hours during the week of the conference.

- Tuesday, February 18, 2003 2:00 p.m. to 7:00 p.m.
- Wednesday, February 19, 2003 7:00 a.m. to 7:00 p.m.
- Thursday, February 20, 2003 7:00 a.m. to 7:00 p.m.
- Friday, February 21, 2003 7:00 a.m. to 2:00 p.m.

Exhibits

Tour the exhibits to find the latest in educational materials, media, and computer software.

Wednesday, February 19, 2003
10:30 a.m. to 5:00 p.m.

Thursday, February 20, 2003
8:00 a.m. to 3:30 p.m.

Special Activities

Continental Breakfasts and Breaks

The Association of State and Territorial Chronic Disease Program Directors (Chronic Disease Directors - CDD) will host continental breakfasts each morning from 7:00 a.m. to 8:00 a.m., as well as morning and afternoon breaks on Wednesday and Thursday, and a break on Friday morning.

Reception

As you may know, The Gateway Arch is a federal park, so guests will enter through airport-type security gates and may be asked to remove belts and shoes. It might be a good idea to keep any metal accessories to a minimum. These detectors are highly sensitive and are located right inside the door, so you don't want to wait in the February cold too long!

The walk from the hotel is a short one. Because of the chance of inclement weather, shuttles will be available for those who wish to take them. They will begin leaving the hotel at 7 p.m. and will return at 11 p.m.

The view from the top of the Arch is breathtaking, so plan to take a ride to the top in the Gateway Arch tram. Because of the unique design of the Arch, tram accessibility is limited. If you are physically challenged, please be aware that you may not be able to be transported to the top.

Other Places of Interest in St. Louis

The Mississippi River. The riverfront features scenic views, riverboat gambling, and sightseeing cruises.

Union Station. This train station has been turned into a festival marketplace with more than 100 shops, restaurants, and clubs.

Missouri Botanical Garden. Stroll through the country's largest authentic Japanese garden and learn about rain forest preservation.

St. Louis Zoo. Visit more than 2,500 animals in a garden-like setting of 83 acres.

Forest Park. One of the largest urban parks in the United States, Forest Park is approximately 500 acres larger than New York's Central Park. It was the site of the 1904 World's Fair and contains the Art Museum, Science Center, the Zoo, the Jewel Box greenhouse, History Museum, and the Muny Theatre.

Healthy Activities

Gold Medal Mile Event

Conference attendees are cordially invited to participate in the Gold Medal Mile event on Thursday, February 20, 2003, from 11:15 a.m. to 12:00 noon. Participants will walk a course that begins at the Millennium Hotel (conference site) and continues to The Gateway Arch National Park grounds. The event will be led by Co-Grand Marshals, James Marks, Director, National Center for Chronic Disease Prevention and Health Promotion, and Ross Brownson, Director of the Saint Louis University Prevention Research Center. The first 300 conference participants to complete the walk will receive a beautiful commemorative gold and black lapel pin, thanks to the generosity of the Utah Department of Health's Cardiovascular Health Program. This program has involved thousands of Americans, advocating improved health and the enthusiastic spirit of the Olympic games. Points earned from Thursday's walk will apply toward the Conference Wellness Challenge (which features daily prize drawings). A group photo will be taken of the event.

Participants may register for the Gold Medal Mile event onsite at the Missouri Welcome Desk located on the Lobby Level of the hotel.

Time/Location	Tuesday	Wednesday	Thursday	Friday
The Hotel's Fitness Center is open 24 hours (access by hotel room key) Located on the Lobby Level - Four Points Tower				
6:30 am 7:30 am Chouteau Room		Train the Trainer	Train the Trainer	Train the Trainer
6:30 am 8:30 am Soulard Room		Exercise Plus	Exercise Plus	Exercise Plus
11:15 am 12:00 noon Hotel Lobby			Gold Medal Mile	
11:30 am 1:30 pm Soulard Room	Exercise Plus	Exercise Plus	Exercise Plus	
12:00 noon 1:00 pm Hotel Lobby	City Walking Tours	City Walking Tours		
4:00 pm 6:00 pm	Exercise Plus	Exercise Plus	Exercise Plus	
6:00 pm - buses will depart Hotel Lobby			Dining and Shopping	
6:30 pm - buses will depart Hotel Lobby	Ice Skating (Outdoor rink: Dress warmly)			

A Healthy Activities Guide is enclosed in your conference bag for more details.



program schedule

Tuesday, February 18, 2003

Start and End the Day with Healthy Activities	11:30 a.m. - 6:30 p.m. (see page 9)
Ancillary Meetings	8:00 a.m. - 10:00 p.m. (see page 115)
Registration (Convention Level)	2:00 p.m. - 7:00 p.m.

Wednesday, February 19, 2003

Events

Ancillary Meetings	6:30 a.m. - 4:30 p.m. (see page 116)
Start and End the Day with Healthy Activities	6:30 a.m. - 6:00 p.m. (see page 9)
Continental Breakfast Exhibit Hall	7:00 a.m. - 8:00 a.m.
Registration East Assembly Area	7:00 a.m. - 7:00 p.m.
Eye Opener Missouri/Illinois Ballrooms	8:00 a.m. - 8:15 a.m.
Exhibit Hall Opens/Break and Refreshments Exhibit Hall	10:30 a.m. - 11:00 a.m.
Lunch on Your Own/Roundtable Presentations Meramec/Mississippi Rooms	12:00 noon - 1:30 p.m.
Break and Refreshments Exhibit Hall	2:30 p.m. - 2:45 p.m.
Break	4:15 p.m. - 4:30 p.m.
Gala Reception at The Gateway Arch	7:00 p.m. - 10:00 p.m.

Wednesday, February 19, 2003

Opening Plenary

8:30 a.m. - 9:30 a.m.

Missouri/Illinois Ballrooms

Gateway to Lifelong Health: The Community Connection

Master of Ceremonies

Michael D. Resnick, PhD

University of Minnesota Prevention Research Center

Welcoming Remarks

Susan R. Tortolero, PhD: Prevention Research Center Program

University of Texas Health Science Center - Houston

Paula F. Marmet, MS, RD: Chronic Disease Directors

Kansas Department of Health and Environment

James S. Marks, MD, MPH: Centers for Disease Control and Prevention

Director, National Center for Chronic Disease and Health Promotion

Members of the Missouri Congressional Delegation (Invited)

Plenary Presentation

9:30 a.m. - 10:00 a.m.

Missouri/Illinois Ballrooms

Meet the CDC Director

Presenter

Julie L. Gerberding, MD, MPH

Director, Centers for Disease Control and Prevention

Administrator, Agency for Toxic Substances and Disease Registry

Julie Gerberding, director of the Centers for Disease Control and Prevention (CDC) and administrator for the Agency for Toxic Substances and Disease Registry (ATSDR), is an infectious disease expert and the first woman to lead CDC. She played a major role in leading CDC's response to the anthrax bioterrorism attacks in the fall of 2001, and, since joining CDC in 1998, developed CDC's patient safety initiatives and other programs to prevent infections, antimicrobial resistance, and medical errors in health care settings. In this session, she will talk about challenges and opportunities facing CDC and her commitment to improving the health of the nation. She will also discuss CDC's organizational priorities to provide excellence in science, excellence in service, and excellence in systems.

Wednesday, February 19, 2003

Plenary Presentation

10:00 a.m. - 10:30 a.m.

Missouri/Illinois Ballrooms

Meet the Nation's Surgeon General

Presenter

VADM Richard H. Carmona, MD, MPH, FACS
United States Surgeon General

Dr. Richard Carmona, 17th Surgeon General of the United States, will join us to discuss his top priorities for The Office of the Surgeon General and how his life experiences cultivated the passion and commitment he has for enhancing our nation's health. Dr. Carmona has won wide local and national acclaim as a trauma surgeon, public health officer, health care executive, and as a leader and advocate of community public health and emergency preparedness. He has extensive experience in managing public health organizations, preparedness and dealing with emergencies, and has a strong commitment to prevention. He has received many awards and honors during his life, including the National Hispanic Medical Science Scholar Award and Physician of the Year, the Bronze Star, two Purple Hearts, National S.W.A.T. Officer of the Year and the National "Top Cop" Award. Prior to this appointment by President Bush in 2002, Dr. Carmona was a Clinical Professor in Public Health, Surgery and Family and Community Medicine at the University of Arizona.

Exhibit Hall Opens

10:30 a.m. - 11:00 a.m.

Exhibit Hall

Wednesday, February 19, 2003

Award Presentaion

11:00 a.m.- 12:00 noon

Missouri/Illinois Ballrooms

The Fries Prize for Improving Health

Moderator

Julie L. Gerberding, MD, MPH

Director, Centers for Disease Control and Prevention

Administrator, Agency for Toxic Substances and Disease Registry

Presenter

Sarah Tilton Fries, MPH

President, HealthTrac Foundation

Recipient

Millie I. Webb

Mothers Against Drunk Driving

Millie I. Webb, 2000-2002 President of Mothers Against Drunk Driving, will share MADD's champion journey that lowered the federal standard for blood alcohol content to .08% and the road that lies ahead to increase national attention of the nation's most frequently committed crime—drunk driving—through an 8-point action plan. As a victim of impaired driving, Mrs. Webb will share her personal story of tragedy and triumph and the importance of assisting victims following alcohol-related crashes. Over 2 million supporters work to further MADD's mission to stop drunk driving, support the victims of this violent crime, and prevent underage drinking through advocacy, victim services, and education.

Roundtable Presentations

12:00 noon - 1:30 p.m.

Meramec/Mississippi Rooms

Roundtable discussions will be located in the Meramec and Mississippi rooms. Each room will have 20 tables and one speaker/topic per table. The speaker assigned to each table will introduce himself or herself, the objectives for that subject area, provide a general overview of their presentation, and then lead a discussion with participants at the table. Participants will remain at one table for 45 minutes and then will go to another table for the remaining 45 minutes.

A cash concession stand will be open from 11:00 a.m. to 2:00 p.m. in the Exhibit Hall, Convention Level. You will be able to pick up a quick lunch and allow yourself time to participate in the roundtable sessions from 12:00 noon to 1:30 p.m.

Wednesday, February 19, 2003

Roundtable Presentations

12:00 noon- 1:30 p.m.

Meramec Room

- (R1) **"Run, girl, run!" Program: Building Healthier and Happier Middle School Girls in Vermont**
Jill Nye-McKeown, MS
Vermont Department of Health
- (R2) **Is the Web the Place to Go? Increasing Health Promotion Activities for Aging Adults**
Nancy Ceridwyn, MS
American Society on Aging
- (R3) **Promoting Physical Activity and Healthy Eating Among Elementary School Children and Their Families**
Kathy Cullinen, MS
Rhode Island Department of Health
- (R4) **Listening for Capacity and Leadership in Community Health Partnerships**
Mark A. Veazie
University of Arizona College of Public Health
- (R5) **New Partnerships to Promote Health for Older Adults: Aging States Project Results and Recommendations**
Ruth Palombo, MS
Massachusetts Department of Public Health
- (R6) **Environmental Measures of Physical Activity Supports: Perception Versus Reality**
Barbara Ainsworth, PhD, MPH
University of South Carolina School of Public Health
- (R7) **Community Health Screenings in St. Louis: Do They Influence Heart Health?**
Michael J. Dietz, MS
Missouri Department of Health and Senior Services
- (R8) **Facilitating Research and Service: The Research Continuum Model of NCI's Cancer Information Service**
Linda Fleisher, MPH
Cancer Information Service
- (R9) **Why Are Heart Disease Mortality Rates in New York City the Highest in America?**
Gabe Feldman, MPH, MD, MBA
New York City Department of Health and Mental Hygiene
- (R10) **Where the Rubber Meets the Road: Challenges in Evaluating VERB™**
Marian Huhman, PhD
Centers for Disease Control and Prevention

Wednesday, February 19, 2003

Roundtable Presentations

12:00 noon- 1:30 p.m.

Meramec Room

- (R11) **The Case for Policy and Environmental Change: Involvement of Public Health Departments**
 Nancy Berger, MPH
Chronic Disease and Health Promotion

- (R12) **A Profile of Health Plan Programs and Initiatives that Promote Physical Activity**
 Karen A. Fitzner, PhD
Blue Cross and Blue Shield Association

- (R13) **The Development and Implementation of a Healthy Eating Intervention in a Native American Community**
 Shirley L. Pareo, MS
University of New Mexico Prevention Research Center

- (R14) **Monitoring "Reactions to Race" on the 2002 BRFSS**
 Camara Phyllis Jones, PhD, MD, MPH
Centers for Disease Control and Prevention

- (R15) **Walk Missouri: Development of a Statewide Walking Plan**
 Caren Bacon, BS
Saint Louis University School of Public Health

- (R16) **Creating Partnerships Between Health Plans and States to Improve Cardiovascular Health**
 Dyann Matson Koffman, DrPH, MPH
Centers for Disease Control and Prevention

- (R17) **Views of Primary Care Providers, Social Workers, Health Educators, and Geneticists on New Genetics**
 Patricia Goodson, PhD
Texas A & M University

- (R18) **An Assessment of Physician Perspectives of the Health Enhancement Program**
 Susan Snyder, MS
Senior Services of Seattle/ King County

- (R19) **Sharing Best Practices in Partnerships for Community-Based Participatory Research**
 David L. Katz, MD, MPH
Yale University School of Medicine

Wednesday, February 19, 2003

Roundtable Presentations

12:00 noon- 1:30 p.m.

Mississippi Room

- (R20) **Public Health and Public Service: A Partnership to Promote Heart Health in St. Louis**
Dwight Jones, BS
Missouri Department of Health and Senior Services Bureau of Chronic Disease Control
- (R21) **Eliminating Disparities at the Top of the River. Diabetes: Who's Watching the Children?**
Imani Ma'at, EdD, MEd, MCP
Centers for Disease Control and Prevention
- (R22) **2002 Olympics: International Event Stimulates Statewide Community Health Partnership**
Beverly Hyatt Roach, MPH
Salt Lake Valley Health Department
- (R23) **Training Community Health Promoters in Chronic Disease Control**
Jose O. Arrom, MA
UIC Midwest Latino Health Research, Training, and Policy Center
- (R24) **Developing Statewide Cardiovascular Health and Overweight Prevention Plans**
Kathy Foell, MS
Massachusetts Department of Public Health
- (R25) **Healthy Hearts—Healthy Futures: A Partnership Between Public Health and Education in Kentucky**
Renee F. White, MS
Kentucky Department of Education
- (R26) **Active Living by Design: Promoting Physical Activity Through Transportation, Design, and Policy**
Philip Bors, MPH
Active Living by Design
- (R27) **Addressing Chronic Disease in the Uninsured Through Creative Partnering of Federal Agencies**
Nancy Knapp, MPH
Southeast Alaska Regional Health Consortium
- (R28) **Increasing the Usefulness of BRFSS with Public Health Partners**
Bruce Steiner, MS
Illinois Department of Health
- (R29) **Self-Management of Chronic Asthma: A Disease Management Program for Washington State's Medicaid Population**
Sandeep Wadhwa, MD, MBA
McKesson Health Solutions

Wednesday, February 19, 2003

Roundtable Presentations

12:00 noon- 1:30 p.m.

Mississippi Room

- (R30) **Border Health Strategic Initiative: A Model for Changing Policy at the Community Level**
[Victoria E. Steinfeldt, MS](#)
University of Arizona Cooperative Extension
- (R31) **Work Site Policy Makers and the Take Charge Challenge**
[Bruce Leonard, MPH](#)
AIM 2010
- (R32) **State-of-the-Art Tobacco Use Intervention for New Mexico's Medical and Dental Practices**
[Richard Kozoll, MD, MPH](#)
New Mexico Clinical Prevention Initiative
- (R33) **Community Leaders Build Statewide Oral Health Coalition**
[Raymond B. Cooke, MPH](#)
Springfield Department of Public Health
- (R34) **Partnering for Prevention: The Durham Wellness Partnership**
[Susan D. Epstein, MPA](#)
Division of Community Health, Duke University Medical Center
- (R35) **Developing Partnerships to Address Health Issues Among Immigrant Taxi Workers in New York City**
[Nadia Islam, BA](#)
NY AANCART- Columbia University
- (R36) **Building and Evaluating Effective Partnerships**
[Madeline La Porta, MS](#)
National Cancer Institute
- (R37) **Council of State and Territorial Chronic Disease Epidemiology Capacity Assessment**
[Rachel Barron-Simpson, MPH](#)
Council of State and Territorial Epidemiologists
- (R38) **Creative Partnering with Institutions of Higher Education: Bridges to Healthy Communities**
[Nan W. Ottenritter, MSW, MS](#)
American Association of Community Colleges

Wednesday, February 19, 2003

Plenary Presentation

1:30 p.m. - 2:30 p.m.

Missouri/Illinois Ballrooms

Funding a Healthy Future: Putting Tobacco Settlement Dollars to Work

Moderator

David W. Fleming, MD
Centers for Disease Control and Prevention

Presenter

Attorney General Mike Moore, JD
State of Mississippi

This session will cover areas pertaining to the tobacco settlement and the states' responsibilities as dictated by the Master Settlement. It will provide comprehensive evidence of the importance of spending tobacco settlement monies on the prevention of health-related illness. As participants analyze the impact on reducing health care costs and improving health, they will have a renewed exuberance for implementing tobacco prevention activities in their communities.

Wednesday, February 19, 2003

Concurrent Session 1

2:45 p.m. - 4:15 p.m.

Meramec Room

Orientation to CDC's NCCDPHP, the CDD, and the PRC Program

Presenters

Janet L. Collins, PhD: Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion

Susan R. Tortolero, PhD: Prevention Research Center Program
University of Texas Health Science Center - Houston

Paula F. Marmet, MS, RD: Chronic Disease Directors
Kansas Department of Health and Environment

In this session, participants will have the opportunity to learn more about the three organizations that are co-sponsors of the 17th National Conference on Chronic Disease Prevention and Control. Presenters will review the history, goals, organizations, and major programs and activities of CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), the Association of State and Territorial Chronic Disease Program Directors (Chronic Disease Directors - CDD), and the Prevention Research Center (PRC) Program.

Wednesday, February 19, 2003

Concurrent Session 2

2:45 p.m. - 4:15 p.m.

Laclede Room

Genomics—Family History

Moderator

Jean Chabut, BSN, MPH

Michigan Department of Community Health

Presenters

A Family History Tool for Public Health and Preventive Medicine

Paula Yoon, ScD, MPH

Centers for Disease Control and Prevention

State Perspective

LaDene Larsen, BSN

Utah Department of Health

Clinical Perspective

Louise S. Acheson, MD, MS

Case Western Reserve University

Presenters will discuss the role of family history and strategies to make the collection and consideration of family history most efficient and useful.

Wednesday, February 19, 2003

Concurrent Session 3

2:45 p.m. - 4:15 p.m.

Field Room

Healthy Lifestyles for Healthy Communities

Moderator

Marsha Houston, BS
Centers for Disease Control and Prevention

Presenters

Nutrition/5 A Day/National

Lorelei DiSogra, EdD, RD
National Cancer Institute

Tobacco Control

Phillip Wilbur, MA
American Heart Association

Physical Activity

Karen Silberman
National Coalition to Promote Physical Activity

Nutrition/5 A Day/State

Mary Kay Solera, MS, CHES
Centers for Disease Control and Prevention

This session will provide chronic disease professionals with theory and examples of practical policy interventions that promote healthy lifestyles at the community level in the areas of nutrition, tobacco control, and physical activity. This session is designed for people in decision-making positions ready to implement policy and environmental interventions.

Wednesday, February 19, 2003

Concurrent Session 4

2:45 p.m. - 4:15 p.m.

Jefferson Suite D

Introduction and Framework for Evaluation

Moderator

June E. Eichner, PhD

College of Public Health, University of Oklahoma

Presenters

Using the CDC Framework to Avoid Minefields on the Road to Good Program Evaluation

Thomas J. Chapel, MA, MBA

Centers for Disease Control and Prevention

A Framework for Evaluating Complex Community Health Initiatives

Robert M. Goodman, PhD, MPH, MA

Tulane University School of Public Health and Tropical Medicine

This session is an introduction to the CDC's Framework for Evaluation and a rationale and guide for efforts to evaluate community health initiatives.

Wednesday, February 19, 2003

Concurrent Skills Building Session 1

2:45 p.m. - 4:15 p.m.

Mississippi Room

Economic Evaluation Methods for Chronic Disease Prevention Programs and Applications to Inform Decision Making

Skills Building Instructors

Donatus U. Ekwueme, PhD

Centers for Disease Control and Prevention

Sajal K. Chattopadhyay, PhD

Centers for Disease Control and Prevention

Noelle A. Molinari, PhD

Centers for Disease Control and Prevention

Florence K. Tangka, PhD

Centers for Disease Control and Prevention

This skills-building workshop will provide a general overview of 1) the basic methods and concepts used in evaluating the costs and cost-effectiveness (CE) of a specific chronic disease prevention program; 2) the step-by-step process involved in conducting CE analysis; and 3) how to interpret results from a CE analysis to quantify the overall value of a program.

Wednesday, February 19, 2003

Concurrent Abstract Session 1

2:45 p.m. - 4:15 p.m.

Clark Room

Public Health and Aging: Meeting the Call to Action

Moderator

Greg B. Case

National Association of State Units on Aging

Presenters

Carlene Russell, MS, RD, LD, FADA

Iowa Department of Elder Affairs and Public Health

Mary Concannon, MA

Maryland Department of Health and Mental Hygiene

Star Heintz, MS, RD

Wyoming Department of Health/Preventive Health and Safety Division

Debra A. Wigand, MEd, CHES

Maine Department of Human Services

Greg Case from the National Association of State Units on Aging will moderate a panel of four of the currently funded mini-grant programs, ranging in focus from osteoporosis prevention education to nutrition. These programs reflect a shared responsibility in both the chronic disease and aging networks to implement quality health promotion and disease prevention programs for older adults. By highlighting examples of creative collaborations, all presenters will emphasize the collaborative process between the public health and aging services network program managers and will provide strategies that participants can use to replicate projects in other localities.

Wednesday, February 19, 2003

Concurrent Abstract Session 2

2:45 p.m. - 4:15 p.m.

Lewis Room

Strategies to Promote Healthy Eating

Moderator

M. Daniel Sadler, MPA
Centers for Disease Control and Prevention

Presenters

The Take Charge Challenge: Creating and Institutionalizing Change

Bruce Leonard, MPH
AIM 2010

Chefs Effectively Teach Nutrition Education in a Population at Risk for Hunger

Marilyn S. Nanney, MS, MPH, RD
Saint Louis University

Increasing Fruit and Vegetable Intake of Low-Income Seniors

Donna B. Johnson, PhD, RD
University of Washington Nutritional Science Program

Using Gardening to Increase Fruit and Vegetable Intake: A Collection of Evidence

Sharon B. Sugerman, MS
Public Health Institute

This session presents four successful strategies to promote healthy eating. The first presenter will describe the Take Charge Challenge (TCC), a work site wellness program designed to create and institutionalize behavior change in physical activity, nutrition, and tobacco use. The presenter will describe predisposing factors necessary for institutionalization of the Take Charge Challenge as well as the advantages of using a clear, effective, and transferable evaluation system. The second presenter will describe the components of an interactive nutrition education program that was effective in changing the food and nutrition attitudes of mothers eligible for food stamps in St. Louis. Similarly, the third panelist will describe the design, components, and partners used to successfully increase fruit and vegetable consumption of low-income seniors. The fourth presenter will use empirical data and programmatic examples to explain the relationship between gardening and increased consumption of fruits and vegetables and why gardening is a viable chronic disease prevention strategy.

Wednesday, February 19, 2003

Concurrent Abstract Session 3

2:45 p.m. - 4:15 p.m.

Jefferson Suite A

program schedule

Implementing and Assessing Work Site Health Programs

Moderator

Dyann Matson Koffman, DrPH, MPH
Centers for Disease Control and Prevention

Presenters

Small Steps Make a Big Difference: A Work Site Physical Activity Intervention

Tonya Lowery St. John, MPH
Connecticut Department of Public Health

Assessing Work Site Wellness in Connecticut

Tonya Lowery St. John, MPH
Connecticut Department of Public Health

Developing a "Fit City": A Municipal Employee Fitness and Wellness Program

Chris Rogers, BS
City of Lubbock Health Department

Formative Research for the California 5 a Day Work Site Program

Desiree Backman, MS, DrPH
California Department of Health Services and Health Institute

Promoting physical activity among all individuals and promoting work site wellness activities are important *Healthy People 2010* goals. This panel will showcase efforts being made to implement and assess work site health programs. By outlining implementation and design components, the first presenter will describe how pedometers were easily incorporated into a work site physical activity promotion program and how multiple measures were used to assess the effectiveness of the program. Another presenter will describe the planning, development, implementation, and evaluation of Fit City, a municipal employee fitness center and wellness program in Lubbock. The third presenter will provide at least a dozen work site-based strategies likely to improve fruit and vegetable consumption among low- and middle-income working men and women identified through a literature review and key informant interviews with work site gatekeepers. To conclude the panel presentation, the last presentation will explain the methodology used by the Connecticut Department of Public Health and the Connecticut Business and Industry Association to assess work site policies and employee wellness promotion activities.

Wednesday, February 19, 2003

Concurrent Abstract Session 4

2:45 p.m. - 4:15 p.m.

Jefferson Suite B

Physical Activity Strategies for Youth

Moderator

Dennis M. Shepard, MAT, CHES

University of South Carolina Prevention Research Center

Presenters

Encouraging Tweens to Enhance Physical Activity Within Their Families, Schools, and Communities

Gay Allen

Alabama State Department of Education

Improving Physical Activity for Youth: A Collaborative Partnership Between Education, Health, and the PRC

Lenore Zedovsky, RN, MS

West Virginia Department of Education

Assessing Walkability of Routes to and from Elementary Schools: The Home to School Transportation Study

Vicki Collie, MPH

Saint Louis University

Neighborhood Social Cohesion and Youth

Angie Cradock, MS

Harvard Prevention Research Center

Many young people do not meet recommended levels of participation in physical activity. This panel presents research findings on youth physical activity levels, factors associated with youth participation in physical activity, and efforts and strategies to increase these levels. The first two presenters showcase successful collaborative partnerships. The Alabama Physical Activity Advisory Council, a statewide collaboration, produced many strategies for enhancing physical activity. The Department of Health, the Department of Education, and the Prevention Research Center were collaborative partners with unique and equally important roles, working to increase physical activity emphasis, importance, information sharing, and program delivery. In Missouri, two distinct methods were used to qualitatively assess the walkability of Missouri schools: a questionnaire and structured face-to-face interview with school administrators, and an environmental assessment with a list of indicators designed to capture characteristics that would foster a safe and easy walking program. Research findings developed using data collected in Chicago neighborhoods describe social environmental factors associated with youth participation in recreational programs and physical activity in an urban setting.

Wednesday, February 19, 2003

Concurrent Abstract Session 5

2:45 p.m. - 4:15 p.m.

Jefferson Suite C

program schedule

Taking on Disparities: Research and Interventions

Moderator

Elleen M. Yancey, PhD

Morehouse School of Medicine Prevention Research Center

Presenters

Border Health Strategic Initiative (Border Health ¡SI!): Community Indicators Among Arizona Border Communities

Jacob Abarca, MS

University of Arizona

Access to and Utilization of Health Care Services by Women at the U.S.–Mexico Border

Jennifer Hunter, MPH, MA

University of Arizona

Chronic Liver Disease/Cirrhosis-Related Morbidity and Mortality in California, 1999: A Look at Disparities

David Reynen, MPH

California Department of Health Services

Various methods, such as research and interventions, are being used to help close the health disparities gap. This panel presentation will explore these methods. Border Health ¡SI!, a community-based diabetes prevention and control intervention in two small Arizona border communities will be the model described by the first presenter. The description will include the development and ongoing use of short- and long-term community indicators of physical activity and nutrition. Then presenter two will compare health care access and utilization indicators of Mexican and American women living at the U.S.–Mexico border. Participants will also hear a report on chronic liver disease/cirrhosis-related (CLDC) morbidity and mortality race/ethnicity and gender disparities in California during 1999. The fourth presenter will describe the process of forming the Kansas City Chronic Disease Coalition (KC-CDC), a collaboration of four Missouri-based organizations joined together to address the health disparities within the Kansas City area.

Wednesday, February 19, 2003

Concurrent Abstract Session 6

2:45 p.m. - 4:15 p.m.

Jefferson Suite E

Identifying Opportunities for Improving School Health

Moderator

Marianne Ronan, MPA
Missouri Department of Health and Senior Services

Presenters

How Do We Evaluate School Health Programs? Let Us Count the Ways....Utah's Gold Medal School Initiative

Joan Ware, MSPH, RN
Utah Department of Health

Policy Interventions for Chronic Disease Prevention: What Schools Can Do

Charlene Burgeson, MA
Centers for Disease Control and Prevention

Dissemination of the Eat Smart School Nutrition Program in Texas

Christine McCullum, PhD, RD
University of Texas

A School-Based Weight Status Screening in a Rural and Predominantly Native American Community

William Moore, PhD
Oklahoma University

This panel presentation explores opportunities for the improvement of school health. Panelist one looks at a variety of evaluative methods for monitoring school health programs applications for the results of these. The second presenter will give an overview of school policy recommendations and resources for chronic disease prevention. The next presenter will discuss the results of a survey conducted to assess the dissemination of the Eat Smart School Nutrition Program, the food service component of "A Coordinated Approach to Child Health" (CATCH) in Texas. The last presenter will report on two studies conducted on racial differences in the prevalence of overweight and on the association between excess weight and elevated blood pressure found among students in Anadarko, Oklahoma.

Wednesday, February 19, 2003

Concurrent Session 5

4:30 p.m. - 6:00 p.m.

Meramec Room

program schedule

Translating Science into Public Health Action: The Experience in Preventing Chronic Diseases in Missouri

Moderator

Donna F. Stroup, PhD, MSc
Centers for Disease Control and Prevention

Presenters

Introduction: Finding the Scientific Evidence and Determining What Works at the Community Level

Ross C. Brownson, PhD
Saint Louis University School of Public Health

Building Cooperation for Promotion of Physical Activity

Freda Motton, BS
Saint Louis University Prevention Research Center

Building Cooperation for Promotion of Physical Activity

Cynthia Pulley
Dunklin County (MO) Heart Health Coalition

Keys for Effective Coalitions: Sustaining Change

Imogene Wiggs, MBA
Ozark (MO) Heart Health Project

Keys for Effective Coalitions: Sustaining Change

Mary Peterson, BSN
Carter (MO) County Heart Health Coalition

Effective Collaboration Between Agencies

Bernard R. Malone, MPA
Missouri Department of Health and Senior Services

Effective Collaboration Between Agencies

Betty Nickell, RN
Marion County (MO) Health Department and Home Health Agency

A great deal is known about effective methods for decreasing the burden of chronic diseases, yet many scientific discoveries take years or decades to be translated into action at the community level. Experiences from across the United States and the world give examples of how evidence-based decision-making can occur at the community level. This presentation will provide an overview of key issues and will give lessons learned from experiences in Missouri, using physical activity promotion as a case example.

Wednesday, February 19, 2003

Concurrent Session 6

4:30 p.m. - 6:00 p.m.

Laclede Room

Implication of Recent Research on Hormone Replacement Therapy—What Do We Say, What Do We Do?

Moderator

[Julia L. Lumpkin, BA](#)

South Carolina DHEC Division of Perinatal Systems/WHP

Presenter

Osteoporosis

[Joan A. McGowan, PhD](#)

National Institutes of Health

Cardiovascular Implications

[Jaques E. Rossouw, MD](#)

National Institutes of Health

The implications of this year's findings of the Women's Health Initiative (WHI) regarding the risks and benefits of hormone replacement therapy (HRT) have resulted in challenges for clinicians and public health professionals in the prevention and control of three major chronic diseases (i.e., cancers, cardiovascular disease, and osteoporosis). In general, WHI suggests that the risks of HRT largely appeared to be greater than the benefits, but individual histories and existing risk factors and conditions must be taken into account to effectively counsel patients and the public. Many state public health departments were bombarded with queries from a concerned citizenry when the WHI results were reported in the press, and confusion over this important and somewhat complex issue will undoubtedly continue. The National Institutes of Health Office of Research on Women's Health sponsored a scientific workshop open to the public October 23 and 24, 2002, to review the findings of the WHI and other studies and data with the intent of adding perspective and insight to this issue and helping all those in medicine and public health to more effectively counsel patients and individuals.

Wednesday, February 19, 2003

Concurrent Session 7

4:30 p.m. - 6:00 p.m.

Jefferson Suite C

Youth-Directed Marketing: Putting the Consumers in the Back Seat, Front Seat, or Behind the Wheel?

Moderator

[Carol A. Bryant, PhD](#)

Florida Prevention Research Center at the University of South Florida

Presenters

[Kellie McCormack Brown, PhD, CHES, FASHA, FAAHE](#)

University of South Florida

[Charles T. Douglas](#)

Revolution Consulting

[Jacob Baime](#)

Students Working Against Tobacco

Presenters will describe lessons learned from developing and implementing youth-focused and youth-directed marketing campaigns.

Wednesday, February 19, 2003

Concurrent Session 8

4:30 p.m. - 6:00 p.m.

Jefferson Suite D

Community Development: Designing Healthier Communities

Moderator

Eric T. Baumgartner, MD, MPH
Baumgartner Health, LLC

Presenters

Lawrence D. Frank, PhD, ASLA, AICP
Georgia Institute of Technology

Peter C. Moe, AICP
National Center for Bicycling and Walking

Helen Mahan, BA
National Park Service

The purpose of this session is to provide chronic disease professionals with examples of how the public health community can interface with other groups and agencies such as greenways advocates, rails to trails groups, and community planners in the promotion of physical activity and healthy lifestyles.

Wednesday, February 19, 2003

Concurrent Session 9

4:30 p.m. - 6:00 p.m.

Jefferson Suite E

Prescription Drug Availability

Moderator

Mary B. Waterman, MPH
Arthritis Foundation, National Office

Presenters

State Perspective

Karmen Hanson, MA
National Conference of State Legislators

Voluntary Organization Perspective

J. Kevin Brennan, BA
Arthritis Foundation, National Office

Trends in Health Care Spending and Perspectives of the Pharmaceutical Industry

Robert C. Shepherd, MBA
Merck

Access to prescription drugs is problematic for millions of Americans who fall through the holes in the safety nets of private health insurance or government-sponsored insurance. Federal, state, and private perspectives will be presented related to possible approaches to addressing this problem.

Wednesday, February 19, 2003

Concurrent Session 10

4:30 p.m. - 6:00 p.m.

Mississippi Room

Late Breaking News

No CE Credit

Wednesday, February 19, 2003

Concurrent Skills Building Session 2

4:30 p.m. - 6:00 p.m.

Field Room

SyberShop: Digital Solutions for Eating Healthy and Being Active

Skills Building Instructors

Cathy L. Thomas, MAEd, CHES
North Carolina State University

Carolyn Dunn, PhD
North Carolina State University

SyberShop is a CD for youth aged 13–19 years focusing on physical activity and healthy eating. The CD can be used individually, in the classroom as a supplemental teaching tool, or with any group of teenagers interested in learning about physical activity and healthy eating.

Wednesday, February 19, 2003

Concurrent Abstract Session 7

4:30 p.m. - 6:00 p.m.

Clark Room

Mental Health and Well-Being Among Older Adults

Moderator

Ruth Palombo, MS
Massachusetts Department of Public Health

Presenters

Psycho-Education and Stress Management for Minority Seniors after 9/11

Elizabeth Fine, MSW
Mount Sinai School of Medicine

Challenges in Surveillance of Dementias

Patricia Lillquist, MSW, BS
New York State Department of Health

Alzheimer's Disease Mortality: On the Rise in California During the 1990s

David Reynen, MPH
California Department of Health Services

Does Problem-Solving Ability Predict Quality of Life Among Older Adults with Late-Life Depression?

Jayne Lewis Kulzer, MPH
University of Washington Health Promotion Research Center

This panel will share experiences in promoting improved mental health and well-being among older adults. For instance, the first study presented describes an intervention that offered education and support to elderly underserved adults after the September 11 disaster and suggests the potential for using this intervention for seniors who have been exposed to other significant trauma. The second project, also set in New York City, identifies the benefits and limitations of a dementias registry for predicting service needs, based on the experiences of the New York State Alzheimer's Disease and Other Dementias Registry. The California Alzheimer's Disease Program has tracked Alzheimer's Disease Mortality (ADM) in California during the 1990s and has found a rise in ADM in California, particularly among different race, ethnicity, and gender groups. The third presenter will describe the rise in ADM in California and possible explanations for it and will identify groups that may merit further study regarding ADM. To round out the panel, participants will learn about a community-based, randomized control trial of a comprehensive treatment program designed to overcome depression and improve quality of life among older adults. Findings suggest a positive association between problem-solving ability and functional and emotional quality of life among disadvantaged, community-dwelling older adults.

Wednesday, February 19, 2003

Concurrent Abstract Session 8

4:30 p.m. - 6:00 p.m.

Lewis Room

program schedule

Updates on Clinical Preventive Services

Moderator

Nancy C. Lee, MD

Centers for Disease Control and Prevention

Presenters

Do U.S. Adults Receive Advice from or Talk with Their Physicians About Smoking and Drinking?

Clark Denny, PhD

Centers for Disease Control and Prevention

Social Support for Rural Women with Systemic Lupus Erythematosus

Richelle Rennegarbe, PhD, RN

McKendree College

Community Health Workers and Chronic Disease Prevention: Feedback from Clinic Staff and Clients

Jennifer Hunter, MPH, MA

University of Arizona

A Comprehensive Clinical Model for Chronic Disease Screenings Among Women at the U.S.-Mexico Border

Jennifer Hunter, MPH, MA

University of Arizona

Although the descriptions of settings, populations, and chronic diseases vary, all presentations in this panel will focus on strategies for improving clinical preventive services. Participants will learn how Behavioral Risk Factor Surveillance System (BRFSS) data were used, as well as the strengths and weaknesses of using these data to study the prevalence with which health professionals provide patient education on tobacco and alcohol use. The second presenter illustrates how support structures for rural women with lupus can improve their quality of life and disease management—a key element that health care providers should use to respond to rural women's need and desire for social support. The presentation also describes the overarching support themes for rural women with lupus and strategies for managing lupus based on the findings associated with the support themes. The last presenter will describe the implementation and assessment of two models for improving the clinical preventive services for older women living along the U.S.-Mexico border. Findings will be shared regarding the use of community health workers (CHWs), including characteristics of effective CHWs and perceptions of clinical staff about their use. The presenter will then describe the use of a comprehensive clinical exam for women over 40, the components of such an exam, the benefits and challenges of instating such an exam, and the feasibility of disseminating this model to other community health centers along the U.S.-Mexico border.

Wednesday, February 19, 2003

Concurrent Abstract Session 9

4:30 p.m. - 6:00 p.m.

Jefferson Suite A

Discouraging Tobacco Use in Diverse Populations

Moderator

Lorna English, MS
Centers for Disease Control and Prevention

Presenters

Documenting Point-of-Purchase Tobacco Advertising in Asian-American Communities

Puneet Masson, BA
Asian American Network for Cancer Awareness Research and Training

Predictors of Initiation of Tobacco Use and Non-Use Among College Students

Ruth Robinson Staten, PhD, RN
University of Kentucky

The first presenter will define point-of-purchase (POP) advertising and will share research findings that document the use of more POP marketing by tobacco companies in predominantly Asian-American communities in New York City. In Kentucky, a cross-sectional study on tobacco use among 18–24-year-old undergraduate students clarifies predictors of tobacco use and age at initiation. The final presenter describes how this study can provide direction for targeting prevention interventions.

Wednesday, February 19, 2003

Concurrent Abstract Session 10

4:30 p.m. - 6:00 p.m.

Jefferson Suite B

Chronic Disease from Policy, Programmatic, and Research Perspectives

Moderator

Linda J. Redman, MPH
Centers for Disease Control and Prevention

Presenters

Reducing Risk for Cardiovascular Disease Among African American Women: Results of a Qualitative Evaluation

J. Nell Brownstein, PhD
Centers for Disease Control and Prevention

Projections of High Blood Pressure Screening in the United States

Carma Ayala, PhD, MPH
Centers for Disease Control and Prevention

Examining a Program Through Bifocals: Multiple Views of the WISEWOMAN Program

Dawn Haney, BS
Centers for Disease Control and Prevention

Ten Years of Chronic Disease Prevention in Oregon's Public Health System—Resources and Results

Jane Moore, PhD
Oregon Health Division

This session presents four perspectives on chronic disease prevention and control. The first presenter will discuss major themes related to the maintenance of healthy eating and physical activity found in a study of older African-American women—including those elements that facilitate or become a barrier to maintenance. Also, the presenter will explain the necessity for a comprehensive population-based approach that intervenes at multiple levels to aid in reducing the risk for cardiovascular disease. Participants will then hear how the Behavioral Risk Factor Surveillance System (BRFSS) was used to identify the most recent trends in self-reported blood pressure by sociodemographic characteristics and to compare them to 2010 projections. The third presenter will describe the integrated evaluation approaches from the early WISEWOMAN projects to provide a more complete picture of the feasibility and effectiveness of delivering cardiovascular risk factor screening and intervention services. The fourth panelist will discuss resources channeled into Oregon's chronic disease prevention sector of public health and the resulting impact on policy, community conditions, health behaviors, and morbidity and mortality.

Thursday, February 20, 2003

Events

Ancillary Meetings	6:30 a.m. - 10:00 p.m. (see page 117)
Start and End the Day with Healthy Activities	6:30 a.m. - 7:00 p.m. (see page 9)
Continental Breakfast Exhibit Hall	7:00 a.m. - 8:00 a.m.
Registration East Assembly Area	7:00 a.m. - 7:00 p.m.
Exhibit Hall Opens	8:30 a.m. - 5:00 p.m.
Break and Refreshments Exhibit Hall	9:30 a.m. - 9:45 a.m.
Gold Medal Mile	11:15 a.m. - 12:00 noon
Lunch on Your Own/Poster Presentations Exhibit Hall	12:00 noon - 1:30 p.m.
After Lunch Stretch	1:15 p.m. - 1:30 p.m.
Break and Refreshments Exhibit Hall	2:45 p.m. - 3:00 p.m.
Break and Refreshments Exhibit Hall	4:30 p.m. - 4:45 p.m.

Thursday, February 20, 2003

Plenary Presentation

8:00 a.m.-9:30 a.m.

Missouri/Illinois Ballrooms

Investing in Healthy Communities: Successful Strategies

Moderator

Virginia Shankle Bales, MPH
Centers for Disease Control and Prevention

Presenters

Social Determinants of Health: The Community as an Empowered Partner

S. Leonard Syme, PhD
School of Public Health, University of California at Berkeley

Guiding Communities to Healthier Lifestyles

William Novelli
AARP

Programs to prevent disease and promote health tend to focus primarily on the identification of individual disease risk factors and on helping individuals change behavior to lower their risk. While reasonable, this focus cannot hope to solve the major health problems facing our society today. We need a new approach—a public health approach—an approach that engages the community. This session will lay the foundation for engaging communities as major partners to achieve a shared vision for a healthy society.

Thursday, February 20, 2003

Concurrent Session 11

9:45 a.m. - 11:15 a.m.

Meramec Room

More than the Sum of its Parts: Successful Integration of Chronic Disease Programs

Moderator

Janet L. Collins, PhD
Centers for Disease Control and Prevention

Presenters

Ensuring Joint Planning and Operations for Chronic Disease Control in Massachusetts

Cynthia Boddie-Willis, MA
Massachusetts Department of Public Health

Integrating Chronic Disease Prevention in Hawaii

Danette Wong Tomiyasu, MBA
Hawaii State Department of Health

Coordinating Local Funding for Chronic Disease Prevention in Georgia

Pamela K. Southers Wilson, BS, RD
Department of Human Resources, Georgia Division of Public Health

This session will examine strategies being used by selected states to combine categorical funding streams so that interventions to prevent and control chronic disease can be planned and implemented jointly. Integration strategies such as shared personnel, coordinated state plans, combined coalitions, expanded data collection, joint training, and shared initiatives will be described.

Thursday, February 20, 2003

Concurrent Session 12

9:45 a.m. - 11:15 a.m.

Jefferson Suite D

Partners at Work: Blueprint for Effective Partnerships (Part 1)

Moderator

Mollie Mettler
Healthwise, Inc.

Presenters

Developing the Partnership Foundation and Process

Michael F. White
Michael F. White and Associates

Monitoring and Measuring Partnerships

Frances Hesselbein
Peter F. Drucker Foundation for Nonprofit Management

Operating the System (Constructing the Partnership)

James G. Varpness, MPA
Minnesota Board on Aging

Three speakers with extensive partnership experience will discuss the principles of successful partnering. Speakers will illustrate principles with examples from their experiences.

Thursday, February 20, 2003

Concurrent Session 13

9:45 a.m. - 11:15 a.m.

Laclede Room

From the Hill: How to Make Your Voice Heard Above the Clatter

Moderator

Barbara W. Levine

Barbara W. Levine and Associates

Congressional Staffers

No CE Credit

CDD's Advocacy Consultant Barbara Levine will moderate a panel of key congressional staff members who will be discussing current health issues and priorities on the Hill and how to have your priorities heard.

Thursday, February 20, 2003

Concurrent Session 14

9:45 a.m. - 11:15 a.m.

Jefferson Suite A

Catching Tweens in Action: The Youth Media Campaign

Moderator

[Mike Greenwell](#)

Centers for Disease Control and Prevention

Presenters

Physical Activity in Tweens and Media

[Faye L. Wong, PhD](#)

Centers for Disease Control and Prevention

[Marian Huhman, RN, PhD](#)

Centers for Disease Control and Prevention

[Paula Londe, BA](#)

Centers for Disease Control and Prevention

[Anna Green, BA](#)

Centers for Disease Control and Prevention

During the summer of 2002, CDC's Youth Media Campaign, "VERB™. It's what you do," was in a "teaser" phase. The full launch of VERB began in October 2002. The speakers will present an overview of the multi-ethnic advertising, event and street marketing, Web site, partnership, and research/evaluation components of the campaign.

Thursday, February 20, 2003

Concurrent Session 15

9:45 a.m. - 11:15 a.m.

Jefferson Suite C

Evaluation in Practice: Methods, Models, and Reality Issues

Moderator

Jennifer Smith, MS
Texas Department of Health

Presenters

**Evaluation of the Texas Tobacco Prevention Initiative: A State Health Department/
University Consortium Partnership in Action**

Philip Huang, MD, MPH
Texas State Department of Health

Evaluation of New York State's Work Site Wellness Program for Cardiovascular Health

Brian D. Fisher, PhD
New York State Department of Health

This session provides specific examples of evaluations of a tobacco initiative and a cardiovascular work site wellness program.

Thursday, February 20, 2003

Concurrent Session 16

9:45 a.m. - 11:15 a.m.

Mississippi Room

program schedule

Public Health Strategies for Older Adults: Seizing the Opportunities

Moderator

Lisa Daily, MPA

Centers for Disease Control and Prevention

Discussants

The North Carolina Healthy Aging Network: Public Health, Aging, and Campus Communities Promoting Healthy Aging

Mary A. Altpeter, PhD

University North Carolina Institute on Aging

The North Carolina Healthy Aging Network: Public Health, Aging, and Campus Communities Promoting Healthy Aging

Mary Bethel, MEd

North Carolina Department of Health and Human Services

Rebecca Hunter, MEd

School of Medicine Program on Aging

Betty H. Wiser, MS, EdD

North Carolina Department of Health and Human Services

SPARC: A Model for Improving Access to Clinical Preventive Services for Older Adults

Doug Shenson, MD, MPH, MS

Sickness Prevention Achieved Through Regional Collaboration (SPARC)

Public Health and Aging: Look How Far We've Come!

Jeanne Alongi, MPH

Chronic Disease Directors

This session will identify select opportunities for public health to improve the health of older adults. The collaborative history of public health and aging will be discussed. Presenters will include representatives from SPARC (Sickness Prevention Achieved through Regional Collaboration), the Prevention Research Center Healthy Aging Network, and one of the ten states funded by the Association of State and Territorial Chronic Disease Directors to implement a healthy aging project.

Thursday, February 20, 2003

Concurrent Skills Building Session 3

9:45 a.m. - 11:15 a.m.

Field Room

Improving Community Environments for Nutrition and Physical Activity

Skills Building Instructors

[Karen A. Petersmarck, PhD, MPH](#)

Michigan Department of Community Health

[Risa Wilkerson, BS](#)

Michigan Fitness Foundation

[Thomas L. Schmid, PhD](#)

Centers for Disease Control and Prevention

This session will empower health professionals to work with communities to help them make it easier for people to be active and eat well. Participants will acquire tools to equip community leaders and partners to assess and improve the community's nutrition and physical activity environments. Presenters will give examples of successful community assessment projects in Michigan. User-ready materials will be provided to enable rapid implementation.

Thursday, February 20, 2003

Concurrent Abstract Session 11

9:45 a.m. -11:15 a.m.

Clark Room

Challenges and Strategies in Cancer Prevention and Control

Moderator

Susan Clark, RN

South Carolina Department of Health and Environmental Control

Presenters

Comprehensive Cancer Control: The Governor's Leadership, Public Health Science, and Public/Private Collaborations

Carol Steiner, RN, MN

Georgia Department of Human Resources

Michigan's Health Plans Colorectal Cancer Early Detection Project: Baseline Assessment

Marshall Katz, MD

Michigan Association of Health Plans

Engaging Rural Primary Care Practices in Identifying Colorectal Cancer Screening Barriers

Mark Dignan, PhD, MPH, FAAHB

University of Kentucky Prevention Research Center

Eliminating Racial Disparities in Health: REACH Boston 2010 Breast and Cervical Cancer Coalition

Barbara Ferrer, PhD, MPH

Boston Public Health Commission

This panel presentation opens with a summary of the formation of comprehensive statewide cancer control plan, based on science and data, in which state partner agencies leverage their resources to reduce cancer mortality and make Georgia a national leader in cancer intervention and eradication. The summary will include the steps in the planning model and strategies for implementation elsewhere. The second presentation describes the design of a single-audit method among health plans serving Michigan to obtain a baseline rate of colorectal cancer screening and determine differences in colorectal screening by provider peer groups, geographic locations, and setting. As the next panelist will discuss, efforts in Kentucky have also been focused on colorectal cancer screening. Participants will learn of several ways that researchers elicited responses from physicians and office staff in rural practices in Kentucky to identify barriers to colorectal cancer screening. Finally, participants will hear about the design components of the Boston Racial and Ethnic Approaches to Community Health (REACH 2010) Coalition, a meaningful partnership with the community to eliminate racial disparities in health.

Thursday, February 20, 2003

Concurrent Abstract Session 12

9:45 a.m. -11:15 a.m.

Lewis Room

School Health: Risk, Resiliency, and Academic Performance

Moderator

Larry K. Jenkins, MPH, BS
North Carolina Division of Public Health

Presenters

Effectiveness of the Bienestar School-Based Diabetes Prevention Program: A Randomized Controlled Trial

Roberto Trevino, MD
Social and Health Research Center

Making the Connection: Health and Student Achievement

Sharon D. Murray, MSHE, CHES
Society of State Directors of Health, Education, and Recreation

Media Literacy for Health Curriculum: Evaluating its Effectiveness in Schools

Christine Hollis, MPH
University of New Mexico

Predictors of Academic Achievement Among Youth in New Mexico: A Risk and Resiliency Approach

Lisa Marr-Lyon, PhD
University of New Mexico

This panel presents reports on findings of chronic disease risks in children and youth and the effectiveness of school-based health programs. The first study finds that the Bienestar diabetes prevention program, a network of social support for children to decrease fatty foods, increase high-fiber foods and physical activity, and control weight, resulted in a greater decrease in mean fasting capillary glucose (FCG) levels, and thus, the risk of developing type 2 diabetes, than the control program. The second presentation describes the results of current research literature review, which identified 46 research articles that provided evidence making the link between school-based and school-linked programs and their impact on student health, behavior, or academic achievement. From the third presentation, participants will learn about a CD-ROM curriculum designed to improve the media analysis skills of students in the 6th–12th grades and to understand the media/health relationship. The presenter will clarify the media literacy evaluation methods used and identify constraints to applying best-practice evaluations to real-life settings. To round out the panel, participants will learn about risk and resiliency factors identified by the New Mexico Youth Risk and Resiliency Survey (NMYRRS) associated with academic achievement among adolescents.

Thursday, February 20, 2003

Concurrent Abstract Session 13

9:45 a.m. - 11:15 a.m.

Jefferson Suite B

Tobacco Control Networks: New Partners, New Methods

Moderator

Rosemarie Henson, MSSW, MPH
Centers for Disease Control and Prevention

Presenters

How Attorneys Can Assist Communities in Tobacco Control Policy Change

Leslie Zellers, JD, BA
Technical Assistance Legal Center

Creating Broad Appeal and Value in a Population-Based Baseline Tobacco Surveillance Effort

Anjali Desai Deshpande, PhD, MSPH
Missouri Cancer Registry

Using Lifestyle Segmentation to Profile Three Tobacco Prevention Pilot Communities

Fred Fridinger, DrPH
University of North Texas

Using Social Network Analysis to Examine Interorganizational Relationships in Tobacco Control

Melissa Krauss, MPH
Saint Louis University

Presenters in this session will discuss new partnerships, methods, and networks in tobacco control. The first panelist will explain the work of the Technical Assistance Legal Center (TALC), a California-based center that provides legal technical assistance on tobacco control issues. The presenter will also describe the role of attorneys in the development of local policies. The second panelist will describe the strategies used in Missouri as part of a research study identifying creative partnerships and funding sources for broad-based tobacco surveillance initiatives. Panelist three will illustrate how the GIS-PRIZM lifestyle segmentation system was used to target and profile three tobacco prevention pilot communities. The PRIZM system combines a series of factor and cluster analyses of census, geographic information, and survey market research data to derive 62 distinct lifestyle clusters that exist throughout the United States. Presenter four will focus on the evaluation of the structure and strength of state tobacco control networks by using social network and qualitative analyses.

Thursday, February 20, 2003

Concurrent Abstract Session 14

9:45 a.m. - 11:15 a.m.

Jefferson Suite E

Raising the Bar in Diabetes Care

Moderator

Rita Reeder, MS, RD, LD
Missouri Department of Health and Senior Services

Presenters

Institutionalizing Standards of Care in Diabetes

Lisa Bailey-Davis, MA, BS
Pennsylvania Department of Health

The Wisconsin Medical Society Diabetes Study

Cynthia Helstad, PhD, RN
Wisconsin Medical Society

Targeting Programs to Promote Vaccinations and Eye Exams Among Persons with Diabetes: Insights from the 2001 Behavioral Risk Factor Surveillance System

Martha Phillips, PhD, MPH, MBA
University of Alabama at Birmingham

Reducing the Future Burden of Diabetes Through Creative Prevention Interventions

Nancy Davis, MPA, RN, CDE
Southern Michigan Diabetes Outreach Network

This panel presentation strives to improve the standards in health care for diabetes patients. Panelist one used a system-based approach to institutionalize the American Diabetes Association's Standards of Medical Care for Persons with Diabetes Mellitus in three primary care settings in Pennsylvania. The second panelist will describe how a partnership was forged between the Wisconsin Division of Public Health and Wisconsin Medical Society to gauge adherence in 2002 to the Wisconsin Essential Diabetes Mellitus Care Guidelines developed by the Wisconsin Diabetes Advisory Group. Data from the Behavioral Risk Factor Surveillance Survey identifying contributing factors associated with the failure to obtain influenza or pneumonia vaccinations and dilated eye exams among persons with diabetes, indicating the need for the development of targeted promotional programs, is the topic of discussion for panelist three. The fourth presenter will describe and share the tools, games, and low-literacy brochures developed by Southern Michigan Diabetes Outreach Network (SODON), which were designed to help reduce the increasing incidence of type 2 diabetes in children and adults.

Thursday, February 20, 2003

The Gold Medal Mile

11:15 a.m.- 12:00 noon

Hotel Lobby

Conference attendees are cordially invited to participate in the Gold Medal Mile event on Thursday, February 20, 2003, from 11:15 a.m. to 12:00 noon. Participants will walk a course that begins at the Millennium Hotel (conference site) and continues to The Gateway Arch National Park grounds. The event will be led by Co-Grand Marshals, James Marks, Director, National Center for Chronic Disease Prevention and Health Promotion, and Ross Brownson, Director of the Saint Louis University Prevention Research Center. The first 300 conference participants to complete the walk will receive a beautiful commemorative gold and black lapel pin, thanks to the generosity of the Utah Department of Health's Cardiovascular Health Program. This program has involved thousands of Americans, advocating improved health and the enthusiastic spirit of the Olympic games. Points earned from Thursday's walk will apply toward the Conference Wellness Challenge (which features daily prize drawings). A group photo will be taken of the event.

Participants may register for the Gold Medal Mile event onsite at the Missouri Welcome Desk located on the Lobby Level of the hotel.

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

Communicating with Policy Makers

(1P1) Using an Assessment Survey to Influence Policy Makers

Mary Concannon, MA

Maryland Department of Health and Mental Hygiene

(1P2) Increasing Physical Activity Through a Multifaceted Community Approach

Risa Wilkerson

Michigan's Governor's Council on Physical Fitness

(1P3) Outreach Failure and Mississippi's Medicaid Elderly and Disabled Waiver Program: A Pilot Study

Cecelia N. King, PhD, MPH

ACS Federal Healthcare

(1P4) Coordinated School Health and Academic Performance

Nancy G. Murray, DrPh, MA

University of Texas Health Science Center - Houston

(1P5) Differences in Health Promotion Policies and Activities Among Mississippi Work Sites

Lei Zhang, MBA

Mississippi State Department of Health

(1P6) Using Web-Based Data to Promote Physical Activity Priorities

Amy Greene, MSW, MPH

Association of State and Territorial Health Officials

Creating Policy and Environmental Change

(2P1) Increasing Physical Activity Assessment and Counseling

Shannon F. Hughes, BS

Florida Department of Health

(2P2) Health Record and Questionnaire for Student Athletes

Lisa Bailey-Davis, MA

Pennsylvania Department of Health

(2P3) Michigan Health and Education Departments Partner to Promote CDC's School Health Index

Lisa Grost, MS

Michigan Department of Community Health

(2P4) Creative Community Partnering for Suicide Prevention

Kathleen LeClear O'Connell, PhD, RN

Indiana University - Purdue University Fort Wayne

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

- (2P5) **STARBRIGHT Asthma CD-ROM Game: Quest for the Code—An Innovative Approach to Asthma Education**
Jennifer McDonnell, MS
STARBRIGHT Foundation
- (2P6) **A Model Community Skin Cancer Prevention Project in Maine**
Anita Teague Ruff, MPH
Centers for Disease Control and Prevention/Maine Bureau of Health
- (2P7) **Educational Entrepreneurship at SUNY-Stony Brook: Strengthening Public Education and Public Health**
Richard P. Keeling, MD
Association of American Colleges and Universities
- (2P8) **The Minnesota Diabetes Plan 2010: Partnering to Promote Action and Advocacy for Diabetes**
Martha J. Roberts, MPH
Minnesota Department of Health
- (2P9) **“Building Better Bones”—An Osteoporosis Prevention Curriculum for Fifth- and Six -Graders**
Jennifer L. Koslo, MS
Arizona Department of Health Services
- (2P10) **Promoting Syringe Access and Safe Disposal to the Diabetes Community in New York State**
Laura Shea, RN
New York State Department of Health Diabetes Control Program
- (2P11) **Coordinated School Health and Pre-Service Training of Educators and Health Professionals: Lessons Learned**
Sally M. Davis, PhD
University of New Mexico Prevention Research Center
- (2P12) **ePrevco.com: The E-Community Organizer for Substance Abuse Prevention Policy Advocacy**
Lynn Cook
Danya International, Inc.
- (2P13) **The Lead Agency: Creating Collaborations for Work Site Inventory Programs**
Dwight Jones, BS
Missouri Department of Health and Senior Services Bureau of Chronic Disease Control

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

- (2P14) **North Carolina Partners for Active Youth: Promoting Health Through Nontraditional Partnership**
[Jimmy Newkirk, BS](#)
NC Division of Public Health, DHHS

- (2P15) **The Occupational Asthma Toolkit: Reducing the Burden of Asthma for Illinois Businesses**
[Marjorie A. Getz, MA](#)
University of Illinois at Peoria College of Medicine

- (2P16) **Get Moving, Get Fit Physical Activity and Nutrition Education Program**
[Raymond E. Barteet, Jr., MS](#)
South Carolina Department of Health and Environmental Control

- (2P17) **Making History in Pennsylvania: Comprehensive Tobacco Control Programs**
[Nancy G. Shaffer](#)
Pennsylvania Department of Health

- (2P18) **Using the School Health Index with Rural, Isolated School Districts as a Means to Obtain a Schoolwide Fitness and Nutrition Profile**
[Michelle Harrell, MS](#)
Golden Triangle Curriculum Cooperative

- (2P19) **Strategic Alliance to Prevent Childhood Obesity**
[Leslie Mikkelsen, MPH](#)
Prevention Institute

- (2P20) **Activation of Local Communities for Health Promotion and CVD Prevention in Poland: The Demonstration**
[Slonska Zofia, DrPH](#)
National Institute of Cardiology

- (2P21) **Walking Trails: From Conception to Reality**
[Robyn A. Housemann, PhD, MPH](#)
Saint Louis University Prevention Research Center

Social Marketing and Communications

- (3P1) **Healthy Choices in Vending Machines—What Will Utah Teens Buy?**
[Kathy Paras, MS](#)
Utah Department of Health

- (3P2) **Innovative Nutrition and Physical Activity Programs for African American Adolescents**
[Arnell J. Hinkle, MPH](#)
California Adolescent Nutrition and Fitness Program

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

(3P3) **For My Health: A Resource Manual for Case Management of District of Columbia BCCEDP Clients**

Ivy A. Ahmed, MPH, BA

District of Columbia Department of Health

(3P4) **A School-Based Media Literacy Intervention Program**

Mark Lipton

Children's Media Project

(3P5) **I Hurt and Help Is Hard to Find: Arthritis Focus Group Findings in South Carolina**

Julia L. Lumpkin, BA

South Carolina DHEC Division of Perinatal Systems/WHP

(3P6) **Entitled to Respect: An Innovative Marketing Campaign to Educate Teens About Epilepsy**

Linda A. Wallace

Epilepsy Foundation of Connecticut, Inc.

(3P7) **California's On-Line Resource for Heart Disease and Stroke Prevention**

Marianne Hernandez, MS

California Department of Health Services

Eliminating Health Disparities

(4P1) **Formative Research for Developing Culturally Appropriate Cardiovascular Health Strategies**

Kristin Raab, MPH

Minnesota Department of Health

(4P2) **Does Smoking Cause over Half of U.S. Cancer Deaths and Gender-Ethnic Death Disparities?**

Bruce Leistikow, MSW, MS

University of California-Davis

(4P3) **Success Stories! California and New York Reduced Smoking and Health Disparities**

Bruce Leistikow, MSW, MS

University of California-Davis

(4P4) **Disseminating Project JOY to Reduce Cardiovascular Disease Disparities in African American Women**

Dyann Matson Koffman, DrPH, MPH

Centers for Disease Control and Prevention

(4P5) **Implementing Diabetes Education Programs for Community Health Promoters**

Catalina Ramos, MD

University of Illinois Chicago

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

- (4P6) Multiple Hospital Admissions for Asthma Patients in Georgia**
 Manxia Wu, MD, MPH
Georgia Department of Human Resources
- (4P7) Improving Access to Medical Care for Low-Income Uninsured Through a Voluntary Provider Network**
 Ruth Wetta-Hall, RN, MPH, MS
University of Kansas Medical School- Wichita
- (4P8) Asthma Surveillance and Population Disparities**
 Faye Jones, MD
Department of Pediatrics University of Louisville
- (4P9) Increasing Mammography Referrals in Urban Health Clinics**
 Ivy A. Ahmed, MPH, BA
District of Columbia Department of Health
- (4P10) The Effect of Urban/Rural Residence and Race on the Receipt of Arthritis-Specific Health Care**
 Amy Mudano, MPH
University of Alabama at Birmingham
- (4P11) Disparities in Rates of Hospitalization and Emergency Room Visits Among People with Asthma**
 Eduardo Simoes, MD, MSc, MPH
Missouri Department of Health and Senior Services
- (4P12) Associations of Education and Health Status with Response Format for a Self-Report Questionnaire**
 Jennifer A. Milan, MPH
Thurston Arthritis Research Center
- (4P13) South Carolina Partnership for Cancer Prevention**
 Irene Prabhu Das, MPH
South Carolina Department of Health and Environmental Control
- (4P14) Reducing Cancer Disparities Among African Americans Through Community Outreach**
 Eve Nagler, MPH, CHES
American Cancer Society

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

Creative Partnering

- (5P1) **Entitled to Respect: A Statewide Collaborative Epilepsy Education Project for School Personnel**
George Ivan Smith
Epilepsy Foundation of Oregon
- (5P2) **Partnering for Improved Health Outcomes**
Diana Hawkins
Missouri Department of Health Bureau of Chronic Disease
- (5P3) **School Health Nurses for a Tobacco-Free Mississippi**
Stephen L. Pate, MS
Mississippi State Department of Health
- (5P4) **The Community Wellness Advocate Program: Creating Harbors of Well-Being in Alaskan Villages**
Rosalind E. Jenkins, MPH
Southeast Alaska Regional Health
- (5P5) **Incorporating Diabetes Programming into Existing Coalition-Based Cardiovascular Disease Prevention Interventions: "The Ozark Heart Health Project"**
Katie Duggan, MPH, MS
Saint Louis University Prevention Research Center
- (5P6) **¡Sí Se Puede! Walking Clubs: Walking to Prevent and Control Diabetes**
Fabiola Barajas, MPH
University of Illinois at Chicago
- (5P7) **Dialogue for Action: Impacting Colorectal Cancer in Utah**
Kathryn R. Rowley, RTT
Utah Cancer Control Program Utah Department of Health
- (5P8) **WiseWoman Project: Opening Doors to Access Community Resources**
Carolyn R. Townsend, RN, MPH, BS
North Carolina Department of Health and Human Services
- (5P9) **Mobilizing Families and Communities to Promote Nutrition and Physical Activity**
Donna B. Johnson, PhD, RD
University of Washington Nutritional Science Program
- (5P10) **Bureau of Chronic Disease Control and Private University Successfully Partner to Prevent Disease in Missouri**
Nicole Caito, MPH, MS, BS
Saint Louis University School of Public Health

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

(5P11) **Working Together for Comprehensive Cancer Control: A Leadership Training Model**
 Leslie Given, MPA
Centers for Disease Control and Prevention

(5P12) **Effective Partnering with NYSOPED and OASIS in Central New York State**
 Penelope A. Jones, BS
State University at New York Upstate Medical University

(5P13) **Race to Health: Reaching a High-Risk Population for Health Promotion**
 Deborah Coen, MS
Prevention Research Center West Virginia University

Emerging Issues in Chronic Disease

(6P1) **Ready or Not? Training Needs of Primary Care Professionals for the Provision of Genetic Services**
 Sandy Suther, MA
Texas A & M University

(6P2) **Effects of a Community-Based Intervention on Patients with Type 2 Diabetes Mellitus**
 Yin Xiangjun, MD
Institute of Chronic Disease Prevention and Control Beijing Centers for Disease Control and Prevention

(6P3) **Diabetes During Pregnancy: Associations and Outcomes**
 Carrie Tutor, MS
Oklahoma State Department of Health

(6P4) **Global Chronic Disease Prevention Networks: Behavioral Surveillance Strategies and Challenges**
 Kathy A. Douglas, PhD
Centers for Disease Control and Prevention

(6P5) **Complementary Medicine Use Among Adults with Arthritis**
 Carla J. Herman, MD, MPH
University of New Mexico Department of Internal Medicine

(6P6) **Race, Gender, and Age: Disparities in Hospitalized Patients with Type 2 Diabetes**
 Marsha Dowell, PhD
University of Alabama College of Nursing

(6P7) **A Public Health Approach to Ovarian Cancer: New York State's Model Program**
 Karen Greendale, MA
Bureau of Chronic Disease Services New York State Department of Health

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

- (6P8) **The Effects of Sociodemographic Factors on Colorectal Cancer Screening**
Jude E. Igbokwe, PhD
Iowa Department of Public Health
- (6P9) **Linking Physical Activity Program Behavior Change Evaluation to Year 2010 Objectives**
Bruce Leonard, MPH
AIM 2010
- (6P10) **Managing Fibromyalgia Symptoms: Results and Implications of a Needs Assessment**
Janet L. Rogers, PhD
Southern Illinois University-Carbondale
- (6P11) **Social Support and Diabetes Management**
David Rice, MSW
Southern Arizona VA Health Care System
- (6P12) **The Virtual Health Care Team: A Web-Based Educational Intervention for Individuals with Chronic Conditions**
Richard E. Oliver, PhD
School of Health Professions University of Missouri-Columbia
- (6P13) **Integrating Genetics into Public Health Practice**
Amy Klein, MPH
Association of State and Territorial Health Officials
- (6P14) **Analysis for Time-Space Clustering of Creutzfeldt-Jakob Disease Cases—Kentucky, 1988–1997**
Matt Groenewold, MPH
University of Louisville

Healthy Behaviors and Quality of Life at Every Age

- (7P1) **Colorectal Cancer Screening in Local Health Departments**
Larry K. Jenkins, MPH, BS
North Carolina Division of Public Health
- (7P2) **An Integrated, Hands-On, and School-Based Nutrition and Physical Activity Intervention**
Catherine Romaniello, MPH
University of Colorado Health Science Center
- (7P3) **Health Promotion Activities of Parish Nurses**
Irene Tessaro, DrPH
West Virginia University

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

- (7P4) **The Role of Pastors and Churches in Promoting Physical Activity and Exercise**
 Mohamed Kanu, MPH, MA
 Saint Louis University School of Public Health
- (7P5) **Strength of Clean Indoor Air Laws and Smoking-Related Outcomes in the United States**
 Kathleen M. Gardiner, BS
 Saint Louis University School of Public Health
- (7P6) **A Family-Based Intervention Aimed at Promoting Physical Activity and Nutrition in a Biethnic, Low-Income Population**
 Julie A. Marshall, PhD
 Rocky Mountain Prevention Research Center
- (7P7) **Effects of a Theory-Based Community Diabetes Nutrition Education Program**
 Justine Olson, BS
 University of Illinois

Translating Research to Practice

- (8P1) **Factors Associated with Effectiveness of a Multidisciplinary Partnership for Obesity Surveillance**
 Karen E. Peterson, ScD
 Harvard School of Public Health
- (8P2) **Epidemiologic and Statistical Methods for Community-Level Assessment**
 Patricia Lawson, RN, MSN
 University of Louisville

Research and Evaluation Methods for Chronic Disease Prevention Initiatives

- (9P1) **Factors Associated with Glycemic and Weight Control in 15 Rural Health Centers**
 Richard Crespo, PhD
 Marshall University
- (9P2) **Reliability of a Survey to Assess Correlates of Physical Activity Among Minority Women**
 Jennifer Burke, BS
 Saint Louis University School of Public Health
- (9P3) **Monitoring Physical Activity: Uses and Measurement Issues with Automated Monitors**
 Michelle Granner, MS
 University of South Carolina

Thursday, February 20, 2003

Poster Presentations

12:00 noon- 1:30 p.m.

Exhibit Hall

(9P4) **Qualitative Evaluation of a Family Intervention to Promote Physical Activity and Nutrition**

Terry Uyeki, BA

Rocky Mountain Prevention Research Center

(9P5) **Indicators of Activity-Friendly Communities: Part I—Using Evidence and Developing Consensus**

Brandi Meriwether, BS

Saint Louis University School of Public Health

(9P6) **Indicators of Activity-Friendly Communities: Part II—Constructing an Audit Tool and Assessment Protocol**

Montenia Anderson, BS

Saint Louis University School of Public Health

(9P7) **Asthma Prevalence Among Utah's Hispanic Population**

Rebecca T. Giles, BS

Utah Department of Health

(9P8) **Utah Asthma Program Focus Groups**

Rebecca T. Giles, BS

Utah Department of Health

(9P9) **WISEWOMAN Works: Methodology for Capturing Success Stories**

Sonya D. Lewis, MA, BS

Centers for Disease Control and Prevention

Thursday, February 20, 2003

Plenary Presentation

1:30 p.m.- 2:45 p.m.

Missouri/Illinois Ballrooms

Stroke in America—Progress and Challenges

Moderator

Ed Thompson, MD, MPH
Centers for Disease Control and Prevention

Presenters

The Heavy Toll of Stroke
To Be Announced

The Magnitude of Disparities
Oscar Benavente, MD, FRCP (C)
The University of Texas Health Science Center at San Antonio

Mapping the Way: The Atlas of Stroke Mortality
Michele L. Casper, PhD
Centers for Disease Control and Prevention

Novel State-Based Strategies
George Howard, PhD
University of Alabama at Birmingham

Elizabeth M. Puckett
North Carolina DHHS Division of Public Health

Closing Remarks

James S. Marks, MD, MPH
Centers for Disease Control and Prevention

CDC is pleased to present a diverse panel of experts to discuss stroke in America. This session will release the findings of CDC's new *Atlas of Stroke Mortality: Racial, Ethnic, and Geographic Disparities in the United States*. This publication is the third in a series of CDC atlases related to cardiovascular disease. The stroke atlas presents, for the first time, an extensive series of national, state-, and county-level maps showing disparities in stroke death rates for the five largest racial and ethnic groups in the United States. The data presented provide health professionals and concerned citizens with information essential for tailoring stroke prevention policies and programs to the needs of communities with the greatest burden of stroke mortality. The lead author of this groundbreaking publication will be joined by a panel of diverse experts on stroke for an open discussion on the burden of stroke, the magnitude of disparities, novel state-based strategies to address stroke, and future environmental and policy issues challenges.

Released in conjunction with this conference is the full text of the *Atlas of Stroke Mortality* as an interactive Web site, available at www.cdc.gov/cvh.

Thursday, February 20, 2003

Concurrent Session 17

3:00 p.m.- 4:30 p.m.

Meramec Room

Localizing National Media Campaigns: Bringing the Message Home

Moderator

Paulette E. Murphy, MLIS
Centers for Disease Control and Prevention

Presenters

Promoting Physical Activity Among People with Arthritis

Teresa J. Brady, PhD
Centers for Disease Control and Prevention

Melanie Kinney Hoffman
AARP

Rebecca Payne, MPH
Centers for Disease Control and Prevention

National Breast Cancer Awareness Month

Susan Nathanson
Burson-Marsteller Company

This session will present a variety of national media campaigns that can be localized by state and local health departments. A variety of market segments and localization methods are provided by the presenters, who represent both government and private organizations. Materials and contact information for each campaign will be provided to participants.

Thursday, February 20, 2003

Concurrent Session 18

3:00 p.m.- 4:30 p.m.

Mississippi Room

National Policy Initiatives and Lessons Learned

Moderator

[Diane M. Canova, JD](#)
American Heart Association

Presenters

Panel 1: National Breast and Cervical Cancer Screening Program

[Barbara W. Levine](#)
Barbara W. Levine and Associates

[Ruth J. Katz, JD, MPH](#)
Yale University School of Medicine

Panel 2: National Obesity and Physical Activity Program

[Margo Wootan, DSc](#)
Center for Science in the Public Interest

[William \(Bill\) H. Potts-Datema, MS](#)
Harvard University School of Public Health

Panel 3: National CVH Program—The Present and a Vision for the Future

[Ellen Jones, MS, CHES](#)
Mississippi State University

[Eric T. Baumgartner, MD, MPH](#)
Baumgartner Health, LLC

Participants in this session will learn about previous successful national initiatives: 1) the success and growth of the National Breast and Cervical Cancer Early Detection Program in all states and how the strategies might be applied to a national colorectal screening program; 2) the initial funding of the National Cardiovascular Health Program and how new strategies might successfully help it to grow; and 3) the history, growth, and increasing interest and funding for the National Obesity and Physical Activity Program and how these strategies can be continued and enhanced in the future.

Thursday, February 20, 2003

Concurrent Session 19

3:00 p.m.- 4:30 p.m.

Laclede Room

The Power of the Collective to Eliminate Health Disparities

Moderator

Pattie J. Tucker, RN, DrPH
Centers for Disease Control and Prevention

Presenters

Amani Younis, CNMT, MS
Arab-America and Chaldean Council

Nina L. Agbayani, RN
Association of Asian Pacific Community Health Organizations

Melanie Dillon, BA
National Council of La Raza

This session will be utilized as a “bridge builder.” The participants in this session are representatives of national ethnic groups to provide information on how we (federal, state, and local) collectively move in new territories in addressing and eliminating health disparities.

Thursday, February 20, 2003

Concurrent Session 20

3:00 p.m.- 4:30 p.m.

Field Room

Vision Loss: A Public Health Problem

Moderator

Kabayam M. Venkat Narayan, MD, MPH, MBA
Centers for Disease Control and Prevention

Discussants

Public Health Strategies for Vision Loss and Eye Diseases

Jinan Saaddine, MD, MPH
Centers for Disease Control and Prevention

Vision Problems in the United States

James Tielsch, PhD
Johns Hopkins University, School of Public Health

Healthy People 2010—Visions and Hearing Chapter

Victor Connors, OD
American Optometric Association

Communities at Work

Paul Lee, MD, JD
Duke University Medical Center

Blindness and visual impairment impose a large burden on individuals and society. More than 3 million Americans over the age of 40 are either blind or visually impaired; fortunately, much of this problem could be prevented by early detection and treatment. In this session, participants will learn more about the public health burden of blindness and visual impairment. The session will begin with a report on the most recent data on visual impairment and eye diseases in the United States. It will then touch on the *Healthy People 2010* vision objectives and how to achieve them, then on the community aspect of vision problems and why meeting the vision goals is important. The session will end with public health approaches to the problem and a discussion of how to address this issue.

Thursday, February 20, 2003

Concurrent Session 21

3:00 p.m.- 4:30 p.m.

Jefferson Suite C

Partners at Work: Building for Success (Part 2)

Moderator

Mollie Mettler
Healthwise, Inc.

Discussant

Nancy Whitelaw, PhD
National Council on Aging

This session will feature 10 roundtables with partnership experts, encouraging questions and developing principles for public health partnerships. Reporting out and open discussion with all participants will follow. Session will produce basic principles to build successful public health partnership.

Thursday, February 20, 2003

Concurrent Session 22

3:00 p.m.- 4:30 p.m.

Jefferson Suite D

Planning for Stroke Prevention

Moderator

George A. Mensah, MD, FACP, FACC, FESC
Centers for Disease Control and Prevention

Presenters

State Perspective

Elizabeth M. Puckett
North Carolina DHHS Division of Public Health

Stroke Atlas and CDC Activities

Michele L. Casper, PhD
Centers for Disease Control and Prevention

Development of state-level stroke prevention plans will be discussed.

Thursday, February 20, 2003

Concurrent Skills Building Session 4

3:00 p.m.- 4:30 p.m.

Jefferson Suite A

Basic Principles of Grant Writing

Skills Building Instructor

Fran C. Wheeler, PhD

Chronic Disease Directors

This presentation will describe the eight essential elements of a good grant proposal, reviewers' tips for improving chances of getting funded, and primary sources of funding for public health activities.

Thursday, February 20, 2003

Concurrent Abstract Session 15

3:00 p.m.- 4:30 p.m.

Clark Room

Physical Activity in Rural and Urban Populations

Moderator

Patricia A. Sharpe, PhD, MPH
University of South Carolina

Presenters

Partnerships and Successes in the Implementation of Rural Physical Activity Programs

Laura Hagood, MBA
Missouri Department of Health and Senior Services

Community-Based Needs Assessment Identifies Wide Sex Disparities in Youth Physical Activity

Jean Wiecha, PhD
Harvard Prevention Research Center

Racial Differences in Opportunities for Physical Activity in St. Louis Neighborhoods

Sarah Boslaugh, PhD
Saint Louis University

Physician's Counseling and Follow-up for Physical Activity in Rural Communities

Stephen Bacak, MPH, BS
Saint Louis University

Regular physical activity is an important factor in preventing and controlling many chronic diseases. This panel presents efforts to identify and increase physical activity levels in rural and urban populations. In Missouri, a unique approach that includes partnerships with health departments and providers, volunteers, and private sector and community groups has enabled the provision of a successful and sustainable physical activity program to people with arthritis in rural areas. In 1999, Boston neighborhood, city, and academic partners began a community-based needs assessment as part of Play Across Boston that illustrated the wide sex disparities in youth physical activity and created policy implications for girls' sports. In St. Louis, a survey was conducted that revealed racial differences, not in the physical availability of neighborhood exercise facilities, but in the pleasantness and perceived safety of using them—important factors in encouraging physical activity. The findings presented by the final panelist emphasize the need for realizing the full use of physician's counseling and support of physical activity in chronic disease prevention.

Thursday, February 20, 2003

Concurrent Abstract Session 16

3:00 p.m.- 4:30 p.m.

Lewis Room

program schedule

Community Health Capacity: Lessons Learned

Moderator

Delores M. Pluto, PhD
University of South Carolina

Presenters

Replicating a Model Chronic Disease Management Program in an African-American Community

Susan Nine, RN, MS
Ebenezer Medical Outreach, Inc.

REACH 2010—Charleston and Georgetown Diabetes Coalition: Lessons Learned in Reducing Racial Disparities

Carolyn Jenkins, DrPH
Medical University of South Carolina

Building Community Capacity to Address Chronic Disease Through an Interorganizational Network

Keith Provan, PhD
University of Arizona

Assessing Capacity and the Relationship Between Capacity and Prevention Programs in British Columbia

Patti-Jean Naylor, PhD, MA
Chronic Disease and Injury Prevention

Presenters on this panel will share lessons they've learned that could be applied elsewhere to build community health capacity. The development and outcomes of a model community-based program that manages diabetes, hypertension, or both was presented at the 15th National Conference on Chronic Disease Prevention and Control in 2000. Now participants will have the opportunity to learn how the model program was replicated in another community in partnership with an African American church. The second presenter will describe REACH 2010—the Charleston and Georgetown Diabetes Coalition, a community education project to address the problem of health disparities related to diabetes. Participants will also hear how the Southwest border community of Douglas, Arizona, established a collaborative network to build its capacity to provide chronic disease education, prevention, and treatment services, and how it used network analysis methods to evaluate its efforts. Completing the panel is a presentation describing the British Columbia Heart Health Project (BCHHP) model, an initiative to enhance the capacity of health service areas to implement cardiovascular disease programs and to use, identify, and assess contextual factors, capacity, and dissemination strategies that influence implementation of prevention programs.

Thursday, February 20, 2003

Concurrent Abstract Session 17

3:00 p.m.- 4:30 p.m.

Jefferson Suite B

Tapping the Evidence for Osteoporosis and Arthritis Programs

Moderator

Margaret Tate, RD, MS
Arizona Department of Health Services

Presenters

Prevalence of Arthritis and Behavioral Risk Factors: Michigan Osteoporosis and Arthritis Survey, 2000-2001

Debra Keast, MS
Michigan State University

Have We Met? The Dynamics of Partnerships

Cheryl Lee, MS
Illinois Department of Public Health

This panel presents information about the use of Behavioral Risk Factor Surveys, innovative strategies and collaborations to recognize program needs and to develop successful, comprehensive, and sustainable control and prevention programs. The first presenter will clarify how the Michigan Osteoporosis and Arthritis Behavioral Risk Factor Survey was used to assess the prevalence and severity of self-reported arthritis, treatment and access to health care, risk factors, functional limitations, and knowledge and attitudes about arthritis among adults in Michigan. Participants will learn about the components of the survey and applications of the results. The New Jersey Interagency Council on Osteoporosis (ICO), a statewide multidisciplinary coalition, in collaboration with other diverse public/private partners, used a variety of innovative strategies to develop, implement, and evaluate a comprehensive osteoporosis prevention and education program to reduce the risk and impact of osteoporosis in older adults. By using the Chicago Asthma Consortium and the Illinois Asthma Partnership as case studies, the last presenter will provide information on the development of successful models and functions for a local consortium and a state partnership.

Thursday, February 20, 2003

Concurrent Abstract Session 18

3:00 p.m.- 4:30 p.m.

Jefferson Suite E

program schedule

Community-Based Strategies to Promote Healthy Aging

Moderator

Margaret O. Casey, RN, MPH
New York State Department of Health

Presenters

The Healthy Aging Research Network: A Collaborative for Community-Based Research and Dissemination

James LoGerfo, MPH, MD
University of Washington

ADL Function and Disability in Older Adults in a Randomized Trial of the Health Enhancement Program

Elizabeth Phelan, MD, MS
University of Washington

Active Aging Community Grant Program: Translating Physical Activity Promotion Research to Practice

Steven Hooker, PhD
Physical Activities and Health Initiative

The Value of Telemedicine for the Frail Elderly

George Demiris, PhD
University of Missouri School of Medicine

The abstracts in this session collectively focus on community-based programs that promote healthy aging. The first presenter will describe the Healthy Aging Research Network (PRC-HAN), a collaborative charged with developing a research and dissemination agenda related to the public health aspects of healthy aging. Participants will hear how the PRC-HAN defines meaningful outcomes and strategies to address public health issues. The second presenter will demonstrate the efficacy of the Health Enhancement Program (HEP) in preventing and reducing disability in activities of daily living (ADL) among community-dwelling seniors. Presenter three will describe how a nontraditional intervention adapted from the telephone-based behavior change model is used to promote physical activity to older adults. This presenter will share the factors that were found to influence physical activity in older adults. The fourth presenter will explain the mechanisms of telehomecare and its ability to assist Home Health Aides in improving health outcomes, quality of life, trust, satisfaction, and cost-effectiveness.

Thursday, February 20, 2003

Concurrent Session 23

4:45 p.m.- 6:15 p.m.

Meramec Room

State Policy Initiatives and Lessons Learned

Moderator

Mark A. Schoeberl, MPA
American Heart Association

Presenters

Panel 1: Tennessee School Health Initiative

Sue Standifer
State of Tennessee General Assembly

Ken Nye, EdD
Tennessee Department of Education

Panel 2: Alabama Taking on Stroke

Jackson (Jack) C. Hataway, Sr., MD, MPH, FACPM
Alabama Department of Public Health

Don E. Williamson, MD
Alabama Department of Public Health

Camilo Gomez, MD
University of Alabama, Birmingham

Panel 3: Missouri, Obtaining Tobacco Funding: the Good, the Bad, and the Ugly

Bernard R. Malone, MPA
Missouri Department of Health and Senior Services

Deborah Boldt, MPA
Missouri Partnership on Smoking or Health

Participants in this session will hear firsthand from states about their policy initiatives in three important areas: 1) initiatives through which states have been able to leverage CDC funds to attract state dollars; 2) initiatives in which states have been able to mobilize sufficient state support to appropriate Tobacco Settlement funds into public health programs; and 3) initiatives that have resulted in an increase in the state's tobacco tax, either with or without health earmarking.

Thursday, February 20, 2003

Concurrent Session 24

4:45 p.m.- 6:15 p.m.

Clark Room

The Mid-America Coalition on Health Care

Moderator

Jennie Hefelfinger, MS
Florida Department of Health

Presenters

William L. Bruning, JD, MBA
Mid-America Coalition on Health Care

Stephen P. Pickard, MD
Centers for Disease Control and Prevention

The purpose of this session is to help employers identify and address leading health problems in an effort to improve employee and community health and quality of life. In 1998, the Mid-America Coalition on Health Care embarked on a project to identify leading health risks among employees and dependents, using methods adapted from the Behavioral Risk Factor Surveillance System (BRFSS). With technical assistance from the Kansas Department of Health and Environment and William M. Mercer, Inc., fifteen participating employers (with 140,000 covered lives) agreed in 2001 to address depression through multifaceted work site, clinical, and community strategies. This session will explore this community effort and discuss the interventions and outcomes of the endeavor.

Thursday, February 20, 2003

Concurrent Session 25

4:45 p.m.- 6:15 p.m.

Field Room

Best Practices for Promoting Health Across the Lifespan

Moderator

Amy B. Slonim, PhD
Michigan Public Health Institute

Presenters

Millennium March to Wellness

Chris Oakes
Delaware Health and Social Services

Healthy Smiles for Wisconsin: Oral Health for Youth

Nancy McKenney, RDH, MS
Department of Health and Family Services, State of Wisconsin

Improving Diabetes Care in Community, Migrant, and Homeless Health Centers

Christy Kreul, BS
Wisconsin Primary Health Care Association

In this session, presenters will describe model programs that address health promotion at different life stages. The first presentation will highlight an program for youth in Wisconsin that uses innovative strategies to address oral health at the community level. The second presentation will describe a successful program to improve diabetes care for adults in community, migrant, and homeless health centers in Wisconsin. Lastly, the third presentation will share the components of a successful older adult wellness initiative in Delaware.

Thursday, February 20, 2003

Concurrent Session 26

4:45 p.m.- 6:15 p.m.

Jefferson Suite C

program schedule

The Journey from Efficacy to Effectiveness: The Diabetes Example

Moderator

Barbara A. Bowman, PhD
Centers for Disease Control and Prevention

Presenters

Translation—A Definition

Kabayam M. Venkat Narayan, MD, MPH, MBA
Centers for Disease Control and Prevention

Secondary Prevention: The Translation of the DCCT Results, the New York Experience

David P. Hoffman, MEd
New York State Department of Health

Where Do We Go from Here? Implications for Public Health

Frank Vinicor, MD, MPH
Centers for Disease Control and Prevention

Primary Prevention

Jaakko Tuomilehto, MD, MpolSc, PhD
National Public Health Institute, Finland

In this 90-minute presentation, we will examine the translation of scientific research findings to public health practice using diabetes as an example. An international panel of experts will discuss the concept of translation, their experiences with implementation of research findings at the primary and secondary prevention levels, and future challenges for improving the health of persons with diabetes or those at risk for the disease.

Thursday, February 20, 2003

Concurrent Session 27

4:45 p.m.- 6:15 p.m.

Jefferson Suite D

Understanding the Community Perspective on Eliminating Health Disparities

Moderator

[Pamela M. Jackson, MS](#)
Intercultural Cancer Council National Network

Presenters

Eliminating Health Disparities in Chronic Disease: A Role for Primary Prevention

[Leslie Mikkelsen, MPH](#)
Prevention Institute

Obesity in African Americans: The Role of Diet and Activity as Health Priorities

[Brandye L.W. Mazdra](#)
Saint Louis University Obesity Prevention Center

Essentials for the Road to Cultural Competency

[Ellen K. Bradt](#)
New York State Department of Health

This session will highlight initiatives and programs that have been successful at the community level to address and eliminate health disparities, particularly in those chronic diseases (e.g., diabetes, heart disease and stroke, childhood asthma) that are generally more prevalent among people with low socioeconomic status and people of color. Part of the discussion will focus on the need for developing cultural competency and strategies to change environmental conditions to achieve results. There is great promise for primary prevention initiatives to contribute to reducing these disparities.

Thursday, February 20, 2003

Concurrent Skills Building Session 5

4:45 p.m.- 6:15 p.m.

Laclede Room

Communicating for Policy and Environmental Change: Taking Action for Heart-Healthy and Stroke-Free States

Skills Building Instructors

[CAPT Susan Lockhart, PhD](#)

Centers for Disease Control and Prevention

[Lois P. Voelker, MBA](#)

Centers for Disease Control and Prevention

[Jennifer Wayman](#)

Ogilvy PR Worldwide

[Hellen Fellers-Dekle, MEd](#)

South Carolina Department of Health and Environmental Control

During the past year, the CDC Cardiovascular Health (CVH) Branch has worked with Ogilvy PR Worldwide, Inc. on a project to help the CVH State Programs and their partners successfully communicate the need for policy and environmental changes that support heart health. In this interactive session, participants will receive tactical advice and practical tools for communicating the benefits of systems change to the media, and to policy and decision makers and leaders within state and local government, health care, work site, community, and school settings. The lessons of interest and tools from the communication project can be applied to all chronic disease areas that embrace population-based strategies. Training participants will receive communication resources and tools.

Thursday, February 20, 2003

Concurrent Abstract Session 19

4:45 p.m.- 6:15 p.m.

Mississippi Room

Determinants of Obesity: Current Knowledge and Implications for Practice

Moderator

Julie A. Marshall, PhD
University of Colorado Health Sciences Center

Presenters

Determinants of Obesity: Current State of Knowledge and Implications for Practice

Kristine Kelsey, PhD
University of North Carolina

Gail Woodward-Lopez, MPH, RD
University of California

Donna B. Johnson, PhD, RD
University of Washington Nutritional Science Program

Roy Oman, PhD
University of Oklahoma

Alexander Evans, PhD, MPH
University of South Carolina

This session presents determinants of obesity and strategies for designing effective programs to prevent obesity. A panel will summarize the findings of the Obesity Prevention Network in four key areas in the development of obesity: 1) critical periods, 2) dietary determinants, 3) role of dietary behaviors, and 4) the efficacy of walking for prevention of obesity. The panel will also discuss the implications of these findings for efforts to prevent obesity.

Thursday, February 20, 2003

Concurrent Abstract Session 20

4:45 p.m.- 6:15 p.m.

Lewis Room

Arthritis and Physical Activity Among Older Adults

Moderator

Regina M. Fields, MS, CHES
University of South Carolina

Presenters

Georgia BRFSS Arthritis Validation Study

Jennifer J. McGinnis, MSPH
Arthritis Foundation, Georgia Chapter

Analyzing Health Care Costs and Utilization of an HMO-Funded Health Club Benefit for Older Adults

Marsha Patrick, BS
University of Washington

Evaluation of a Community-Based Physical Activity Program for Arthritis

Jean Gearing, PhD, MPH
Chronic Disease Branch, Georgia Division of Public Health

Complementary and Alternative Medicine Use in Individuals with Arthritis

Leigh F. Callahan, PhD
University of North Carolina

Presenters on this panel will highlight arthritis as it relates to physical activity, surveillance systems, and health-care costs. The first panelist will share findings from a study conducted by phone among senior center members to assess the validity of the Behavioral Risk Factor Surveillance System (BRFSS) arthritis module in capturing the rate of arthritis sufferers. Using multivariate regression methods, another presenter outlines trends toward lower total health-care costs for older adult members of a health maintenance organization who participated in the health club benefit. Another presenter will demonstrate the effectiveness of a community-based physical activity program with social support, in which participants with very poor health status achieved significant levels of physical activity, ultimately relieving their arthritis symptoms. The final presenter will discuss the frequency and correlates of complementary and alternative medicine (CAM) among self-reported arthritis sufferers who participated in a BRFSS survey.

Thursday, February 20, 2003

Concurrent Abstract Session 21

4:45 p.m.- 6:15 p.m.

Jefferson Suite A

Assessing School Health: Qualitative and Quantitative Approaches

Moderator

Renee E. Sieving, PhD, RNC
Prevention Research Center, University of Minnesota

Presenters

The School Health Index for Physical Activity and Nutrition: Team Member Perceptions

Lisa Staten, PhD
Arizona College of Public Health

A Qualitative Study of CDC's School Health Index

Lilian Cheung, ScD
Harvard Public School of Health

Schools for Healthy Lifestyles: Creating Supports for Lifetime Health

Rebekah Rhoades, MPH, BA
Oklahoma State Department of Health

Asthma Prevalence and Its Association with Environmental Tobacco Smoke Among Middle School Students in Louisiana

Buddy Bates
Louisiana Office of Public Health

This session integrates studies using qualitative and quantitative approaches to assess school health policies and programs. The School Health Index (SHI), a self-assessment tool developed by the CDC to help schools evaluate their policies and programs to promote healthy changes, was completed by six Arizona elementary schools in a study conducted to provide suggestions for modifications to the SHI. The first panelist will discuss the results of the study and the Index's strengths, weaknesses, and potential modifications. The second panelist will report on a similar study conducted in schools in the Northeast and Midwest United States. Presenters will discuss the results of a focus-group study conducted with members of the Health Advisory teams of schools participating in the Schools for Healthy Lifestyles program to assess the impact of the school health program, including barriers to implementation and strategies to increase program effectiveness. The final presenter will discuss the importance of asthma surveillance as a core function of chronic disease programs and will summarize how the 2000 Louisiana Youth Tobacco Survey was used to associate environmental tobacco smoke with asthma and to track the prevalence of asthma among middle school students in Louisiana.

Thursday, February 20, 2003

Concurrent Abstract Session 22

4:45 p.m.- 6:15 p.m.

Jefferson Suite B

program schedule

Access to Nutritious Foods: Engaging the Food Industry

Moderator

Ellen Jones, MS, CHES
Mississippi State University

Presenters

Making McDonald's Healthy: An Innovative Approach to Promoting Nutrition and Physical Activity

Sabrina Jaar Marzouka, MPH, JD
Dutchess County Department of Health

"Where's the Beef?": Socioeconomic Characteristics of Neighborhoods with a High Density of Fast-Food Restaurants

S. Bryn Austin, ScD
Children's Hospital-Boston

From St. Louis to Los Angeles: Using Grocery Shelf Space Measures in Research and Practice

Sarah Lovegreen, MPH
Saint Louis University

This session presents several methods of engaging the food industry to promote nutrition. For the first presenter, McDonald's Happy Meals are the target in the case of a creative partnership with a local McDonald's restaurant that uses marketing strategies to promote physical activity and the consumption of healthy foods for children. The high concentration of fast-food restaurants in low- to middle-income and immigrant communities in Chicago is the second presenter's topic. The third panelist will review "Just Ask Us," a promotional program that links mandated trainings to consumer choice by promoting available healthy food choices and educating food preparers on healthy menu modifications in New York City restaurants. The last presenter will discuss the results of a study on shelf space devoted to nutritious foods and direct observation of community members in St. Louis and South Central Los Angeles.

Thursday, February 20, 2003

Concurrent Abstract Session 23

4:45 p.m.- 6:15 p.m.

Jefferson Suite E

Research, Policy, and Programmatic Agendas for Physical Activity

Moderator

[John H. Kurata, PhD](#)
California Department of Health Services

Presenters

Using Intervention Mapping to Revamp WalkTexas!

[Nell Gottlieb, PhD](#)
University of Texas at Austin

The Effects of the Built Environment on Physical Activity and Health

[Thomas L. Schmid, PhD](#)
Centers for Disease Control and Prevention

Indicators of Activity-Friendly Communities: Part III—Triangulating Three Methods

[Rebeka Anicka Garcia Cook, BS](#)
Saint Louis University

Developing a Policy Research Agenda for Physical Activity

[Lindsay Witmer, BS](#)
ASPH, Rollins School of Public Health

This panel on research, policy, and programmatic agendas for physical activity begins with a report on the WalkTexas! Program, a multilevel program designed using intervention mapping to create physically active communities. The incentive-based physical activity intervention includes five components and is continually refined through the use of intervention mapping. Participants will then learn about two ecological studies that demonstrate an influence of community design on health behaviors, such as physical activity. The third presenter will provide insight on how to conduct surveys and link data from multiple data sources to assess community environments that correlate with physical activity behavior. To conclude the panel, the fourth presenter will bring participants up to date on the work being done to create a policy research agenda for physical activity. The process involved in creating an agenda and the findings of critical areas for further physical activity-related policy will be described.

Friday, February 21, 2003

Events

Ancillary Meetings	6:30 a.m. - 6:00 p.m. (see page 118)
Start the Day with Healthy Activities	6:30 a.m. - 8:30 a.m. (see page 9)
Continental Breakfast Exhibit Hall	7:00 a.m. - 8:00 a.m.
Registration East Assembly Area	7:00 a.m. - 2:00 p.m.
Break and Refreshments West Assembly Area	9:30 a.m. - 10:00 a.m.

Friday, February 21, 2003

Concurrent Session 28

8:00 a.m.- 9:30 a.m.

Meramec Room

Health Promotion Activities in the Americas

Moderator

Angel Roca

Centers for Disease Control and Prevention

Presenters

Miguel Gonzalez, MD

Instituto Nacional de Salud, Bogotá, Colombia

Pablo Kuri Morales, MD

Secretaria de Salud, Mexico

David V. McQueen, ScD

Centers for Disease Control and Prevention

This session will provide an overview of various successful health promotion activities currently under way in the Americas. Regional representatives of the Mega-Country Health Promotion Network (Brazil, Mexico, and the United States) will illustrate, through case studies, how successful health promotion strategies in four areas (healthy lifestyles, healthy life course, supportive environments, and supportive settings) have helped to strengthen national health promotion capacity.

Friday, February 21, 2003

Concurrent Session 29

8:00 a.m.- 9:30 a.m.

Jefferson Suite A

***New Electronic Journal from the National Center for Chronic Disease
Prevention and Health Promotion***

Discussant

On-line Chronic Disease Journal

Lynne S. Wilcox, MD, MPH

Centers for Disease Control and Prevention

NCCDPHP will sponsor a new electronic journal to address research and practice of health interventions at a population level. Health promotion and disease prevention researchers and public health practitioners in all settings are the intended audience and authors for this journal. The goals of the journal include 1) promoting dialogue between researchers and practitioners by publishing peer-reviewed science and practice communiques; 2) encouraging interdisciplinary approaches by calling for reports that examine more than one dimension of public health intervention; and 3) advancing the field by exploring new theories and concepts in editorials, commentaries, and original articles. The journal will be an on-line quarterly publication; the first issue will be published the first quarter of 2004. It will include peer-reviewed original research and reports from program evaluations and experience in the field. The workshop will provide current information on the design and scope of the journal. Participants will provide oral and written comments for improving the journal and suggestions for editorial board members. They may also complete forms to volunteer as reviewers, authors, board members, guest editors, or other resource roles for the journal. This is a unique opportunity for CDC to partner with researchers and practitioners in establishing a recognized discipline of population-based health intervention. Dialogue and collaboration among the partners are critical to ensure the success of this new journal.

Friday, February 21, 2003

Concurrent Session 30

8:00 a.m.- 9:30 a.m.

Laclede Room

Work Site Health Promotion

Moderator

Pamela K. Southers Wilson, BS, RD

Department of Human Resources, Georgia Division of Public Health

Presenter

Peter A. Townsley

Center for Preventive Medicine

Scientific data can make the case for work site health promotion but it doesn't necessarily make the sale. With health care costs and obesity rates rising at comparable rates, the time has come for companies of all sizes to help tip the scales. The State of Georgia has initiated an effective approach to inspire employers to take action. A successful marketing plan for health promotion following traditional business principles will be presented.

Getting and keeping the attention of employers means employing methods to reach decision makers. Appropriately identified and recruited leaders can effectively champion processes that will facilitate measurable health improvement strategies.

Friday, February 21, 2003

Concurrent Skills Building Session 6

8:00 a.m.- 9:30 a.m.

Field Room

Promoting the Use of the School Health Index

Moderator

Lloyd J. Kolbe, PhD

Centers for Disease Control and Prevention

Skills Building Instructors

S. Harrykisson, MPH

Centers for Disease Control and Prevention

Howell Wechsler, EdD, MPH

Centers for Disease Control and Prevention

The presenters will provide the information, skills, and practical experience that participants need to train health advocates in the use of CDC's School Health Index self-assessment and planning guide.

Friday, February 21, 2003

Concurrent Abstract Session 24

8:00 a.m.- 9:30 a.m.

Clark Room

Applications of Community-Based Research

Moderator

Lynda Anderson, PhD
Centers for Disease Control and Prevention

Presenters

Community Health Partnerships: Health Systems Improvement Leads to Better Health

Lisa Arose, BS
Center for Urban and Public Affairs

Peer County Comparisons for Cancer in the Southeastern United States

Tim E. Aldrich, MPH
University of Louisville School of Public Health

Elements of a GIS Infrastructure for Asthma Surveillance

Robin Puett, MPH
Norman J. Arnold School of Public Health

A Framework for Eliminating Oral Health Disparities: Developing a State Oral Health Plan

Lewis Lampiris, DDS, MPH
Illinois Department of Public Health

This panel will showcase advances in and applications of community-based research. First, participants will learn how a collaboration between key local medical and health agencies created a data-driven health action plan for community change and how similar collaborations can be applied in other communities. The next presenter will describe the potential utility of same-state and regional aggregated peer county data, such as cancer registry data, for community-based assessment. The third presenter will reveal the construction elements of a large asthma surveillance database using geographic information systems (GIS) data linked with confidential health service files. The final presenter will discuss how the state of Illinois used the Surgeon General's Report *Oral Health America* to develop a policy framework and a plan for eliminating oral health disparities in Illinois.

Friday, February 21, 2003

Concurrent Abstract Session 25

8:00 a.m.- 9:30 a.m.

Lewis Room

program schedule

Physical Activity: Does the Environment Matter?

Moderator

Claire Heiser, MS, RD, LD
Texas Department of Health

Presenters

Physical Activity and Environment in a Small Community

Lynda Blades, MPH
Montana Department of Public Health and Human Services

Are Neighborhood Characteristics Associated with Physical Activity? Evidence from a Population-Based Survey of North Carolinians

Sara Huston, PhD
University of North Carolina

Perceptions of the Environment: Do They Play a Role in Healthy Behavior?

Robyn A. Housemann, PhD, MPH
Saint Louis University Prevention Research Center

Formative Research for Creating Community-Based Physical Activity Programs in California

Michelle Oppen, MPH
Public Health Institute

This panel describes evidence of links between the environment and physical activity levels. The panel begins with the design, implementation, and results of a survey used effectively in a small Montana community to describe community characteristics that affect physical activity and to enable stakeholders to identify opportunities to address physical activity barriers. Recognizing the limited scientific evidence to indicate which environmental changes are most likely to increase activity, the second presenter explains the importance of investigating the relationship between the two and describes research findings based on a telephone survey in North Carolina that demonstrate this link. In St. Louis, a telephone survey conducted in 2001 identified environmental factors that facilitate physical activity and healthy eating—essential components for a multilevel intervention to promote healthy behaviors. To conclude this panel, participants will learn about a series of formative research projects focused on low-income white, African American, and Latina mothers of school-aged children in California. Findings from these projects used to plan community-based physical activity programs will be described.

Friday, February 21, 2003

Concurrent Abstract Session 26

8:00 a.m.- 9:30 a.m.

Mississippi Room

From Our Perspective: Five National Organizations Discuss Healthy Aging

Moderator

Suzanne Smith, MD, MPH, MPA
Centers for Disease Control and Prevention

Presenters

Janet A. Phoenix, MD, MPH
National Safety Council

Nancy Ceridwyn, PhD, MEd, MS
American Society on Aging

Bonita L. Beattie, PT
National Council on the Aging, Inc.

Marisa A. Scala, MS
Center for Medicare Education

The collaboration efforts of five CDC-funded organizations working to enhance the health and quality of life of older Americans—the National Safety Council; American Society on Aging; National Council on the Aging, Inc.; Center for Medicare Education; and the American Alliance for Health, Physical Education, Recreation and Dance—will be outlined in this panel presentation. Representatives from each organization will discuss issues related to their role in the expansion of the public health and aging networks, the challenges faced while developing healthy aging programs, and collaboration.

Friday, February 21, 2003

Concurrent Abstract Session 27

8:00 a.m.- 9:30 a.m.

Jefferson Suite B

program schedule

Documenting and Reducing Health Disparities

Moderator

[Daniel S. Blumenthal, MD, MPH](#)

Morehouse School of Medicine Prevention Research Center

Presenters

Health Disparities of American Indian and Alaska Native Elders: Findings from the BRFSS, 1997–2000

[Clark Denny, PhD](#)

Centers for Disease Control and Prevention

Health and Well-Being of a Vietnamese Community in Massachusetts, 2001

[Oanh Nguyen, MS, BS](#)

Family Health Center of Worcester

A Community Partnership Model for Controlling Chronic Disease in Underserved Community Dwellers

[Gail Ingersoll](#)

Strong Health School of Nursing

Examining behavioral risks that contribute to the health disparities gap by means of surveillance surveys and community-based programs will be the topic of discussion for this panel presentation. One presenter will explore the difference in health behavior and access to care between older Native American and white adults by analyzing data provided by the Behavioral Risk Factor Surveillance Survey (BRFSS). The next presenter will describe how the BRFSS was used to track the prevalence of chronic diseases among the Vietnamese population of central Massachusetts. The third presenter will speak on the use of the Youth Risk Behavior Surveillance System to examine chronic disease-related risk behavior trends among young people between 1991 and 2001 in the United States. The fourth presenter will detail a 3-year collaborative, community-based program designed to provide health and social interaction, focused on training and follow-up results in direct and indirect improvements in physiologic state, health risk, and social behavior.

Friday, February 21, 2003

Concurrent Abstract Session 28

8:00 a.m.- 9:30 a.m.

Jefferson Suite C

In Pursuit of Health: A Kaleidoscope of Research and Practice

Moderator

Paul Z. Siegel, MD, MPH
Centers for Disease Control and Prevention

Presenters

Evidence-Based Public Health: A Distance Learning Course for Practitioners

Laura Caisley, RN, BS
Saint Louis University

Cancer Screening in Homeless Women in the District of Columbia: Feasibility and Effectiveness of a Lay Health Navigator Program

Tanya Harrel, BA
District of Columbia Department of Health

Impact of Chronic Disease on Functional Status Among Non-Elderly Adults in Los Angeles County

Paul Simon, MD, MPH
Los Angeles County Department of Health Services

Type A Behavior, Hostility, and the Development of Elevated Blood Pressure (EBP): The CARDIA Study

Tekeda Ferguson, MS, MPH
University of Alabama at Birmingham

Panelists in this session will report on an assortment of research and practice methods ranging from distance learning for practitioners to cancer screening for homeless women. The panel will kick off with presenters guiding professionals through Evidence-Based Public Health, a national course for practitioners in distance format developed by the Association of State and Territorial Chronic Disease Directors, CDC, the Missouri Department of Health and Senior Services, and the Saint Louis University School of Public Health to teach public health professionals why to use and how to design an evidence-based public health approach. Another panelist will diagram strategies for developing a feasible and effective Lay Health Navigators (LHN) Program within the homeless community. Panelist three will report data obtained from a study assessing the impact of various chronic diseases on non-elderly adults based on activity limitation days (ALDs), a validated measure of health-related quality of life. The fourth presenter will expose supporting evidence for the possibility that Type A behavior and hostility may influence the development of hypertension as discovered by the CARDIA Study and the need to take this into consideration when designing intervention programs.

Friday, February 21, 2003

Concurrent Abstract Session 29

8:00 a.m.- 9:30 a.m.

Jefferson Suite D

Policy and Environmental Change for Cardiovascular Health

Moderator

Barbara Hager, MPH, CHES
Arkansas Department of Health

Presenters

How Heart-Healthy Are Larger Montana Workplaces?

Crystelle Fogel, MBA, MS, RD
Montana Department of Public Health and Human Services

An Assessment of CHD Risk Factors for At-Risk Women Enrolled in CDC's WISEWOMAN Program

Eric Finklestein, PhD
Research Triangle Institute

Attitudes About the Effectiveness of Selected Therapies in Lowering High Blood Pressure

Nora L. Keenan, PhD
Centers for Disease Control and Prevention

State Examples of Putting Policy into Action for Heart Health

CAPT Susan Lockhart, PhD
Centers for Disease Control and Prevention

In this panel presentation, presenters will look at how policy, environment, and alternative medicine can create change in cardiovascular health (CVH). The first panelist will discuss the results of a survey conducted to assess workplace wellness policies and services related to cardiovascular health within Montana workplaces. The second presenter will assess CDC's WISEWOMAN Program and its effectiveness in reducing risk factors for coronary heart disease and the burden of disease among low-income women. The third presenter showcases the efforts of four cardiovascular health state programs in Massachusetts, Tennessee, Georgia, and Montana to communicate the need for policy and environmental changes to their respective state legislatures. The fourth presenter examines attitudes on the effectiveness of conventional and complementary and alternative therapies in lowering high blood pressure.

Friday, February 21, 2003

Concurrent Abstract Session 30

8:00 a.m.- 9:30 a.m.

Jefferson Suite E

Diabetes Prevention and Care for Diverse Populations

Moderator

Regina M. Hardy, MS
Centers for Disease Control and Prevention

Presenters

Wellness Adventures: Diabetes Prevention and Wellness Camp for Children

Nancy O'Banion, MS
Indian Health Care Resource Center of Tulsa

Household Characteristics of Latino Children at Risk for Type 2 Diabetes

Oralia Garcia, MS
Bienestar Health Program

Promotora Collaboration on a Diabetes Intervention Project at the U.S.-Mexico Border

Linda Scheu, BS
University of Arizona

Bridging Cultural and Language Barriers to Provide Diabetes Disease Management for the Hispanic Population

Sandeep Wadhwa, MD, MBA
McKesson Health Solutions

Diabetes prevention and management care for children and adults in culturally diverse populations is the focus of this session. One presenter will discuss a Native American-specific diabetes/wellness camp curriculum designed to teach concepts of diabetes prevention and wellness to children. Another presenter will report the results of a study conducted in 27 inner-city elementary schools in San Antonio, Texas, to determine household characteristics of Latino children at risk for type 2 diabetes. A third presenter will describe the role of local promotoras de salud (health promoters) in the Border Health Strategic Initiative (Border Health ¡Sí!), a community-based diabetes intervention conducted in two Arizona border communities. The last presenter breaks down the mechanisms of an established, evidence-based disease management program implemented for the Hispanic population and shares details about making communications programs effective by identifying potential cultural and language barriers.

Friday, February 21, 2003

Concurrent Session 31

10:00 a.m.- 11:30 a.m.

Meramec Room

Research Basis for Alternative Approaches to Preventing Chronic Diseases

Moderator

Patricia McLean, MEd

Centers for Disease Control and Prevention

Presenters

Introduction to Ayurveda and Application to Prevention of Cancer and Chemotherapy Toxicity

Hari Sharma, MD

Ohio State University College of Medicine

Brain Mechanisms Underlying Complementary and Alternative Medicine

Alarik T. Arenander, PhD

Maharishi University of Management

Complementary and Alternative Medicine: Application to Menopause and Hormonal Disorders

Nancy Lonsdorf, MD

The Raj Ayurveda Health Center

Complementary and Alternative Medicine Modalities for Preventing and Treating Cardiovascular Disease

Amparo Castillo-Richmond, MD

College of Maharishi Vedic Medicine, NCCAM Center for Natural Medicine and Prevention

Prevention-oriented complementary and alternative medicine (CAM) modalities, including chiropractic, meditation, ayurveda, acupuncture, and herbs, are widely used by the American public and represent a new opportunity to prevent and treat chronic disease. This panel will provide a clear and systematic overview of CAM research supporting the use of these mind/body modalities in preventing and treating cancer, cardiovascular disease, aging, menopause, substance abuse and violence, as well as the ability to reduce health care costs and to enhance overall well-being. Brain research and neuroimaging studies will indicate possible mechanisms of how mind/body medicine works. Research indicates that meditation is the most widely used CAM modality and is considered the most effective and safest modality. For example, research over the last 40 years on the Transcendental Meditation technique and Maharishi Vedic Approach to Health (ayurvedic health care) and other CAM approaches provides support for the growing acceptance of CAM by both physicians and the public.

Friday, February 21, 2003

Concurrent Skills Building Session 7

10:00 a.m.- 11:30 a.m.

Mississippi Room

Using Local Media to Disseminate Chronic Disease Prevention Messages to Targeted Ethnic Communities

Skills Building Instructors

Emily E. Anderson, MPH

University of Illinois at Chicago

Fabiola Barajas, MPH

University of Illinois at Chicago

Maria Rodriguez-Sanchez, MEd

University of Illinois at Chicago

Presenters will discuss strategies for developing and implementing a media plan for a community-based chronic disease prevention program. The following topics will be discussed: setting goals and conducting evaluation research using health communications theory, identifying your target audience, choosing messages and media, designing and distributing communication tools, working effectively with media outlets, and integrating the media campaign with other community activities. Presenters draw from their experience with the ¡Sí Se Puede! Latino Diabetes Project media campaign, which has included a variety of strategies to reach community residents. Successful strategies include a project brochure, health information "corners," print and radio public service announcements, a community resource guide, two full-length feature articles in a popular local Spanish-language newspaper with a circulation of over 75,000, more than 10 additional articles in local newsmagazines (including a regular column), and several television appearances.

Friday, February 21, 2003

Concurrent Skills Building Session 8

10:00 a.m.- 11:30 a.m.

Laclede Room

Using Intervention Mapping to Develop Effective School-Based Interventions

Skills Building Instructors

[Susan R. Tortolero, PhD](#)

University of Texas Health Science Center - Houston

[Christine M. Markham, PhD](#)

University of Texas Health Science Center - Houston

[Nancy G. Murray, DrPh, MA](#)

University of Texas Health Science Center - Houston

This session will introduce Intervention Mapping (IM), a detailed process that provides planners with a systematic method for decision-making in each phase of developing a program to influence changes in behavior and environmental conditions. IM can also be used to adapt existing programs to different communities or target populations by considering both the theoretical foundations that most likely influenced behavior change and the likely variation needed to address cultural or other issues relevant for the new target population.

Friday, February 21, 2003

Concurrent Skills Building Session 9

10:00 a.m.- 11:30 a.m.

Field Room

A CDC Physical Activity Promotion and Evaluation Toolkit

Skills Building Instructors

Jacqueline N. Epping, MEd

Centers for Disease Control and Prevention

John J. Librett, PhD, MPH

Centers for Disease Control and Prevention

Gregory W. Heath, DSc, MPH

Centers for Disease Control and Prevention

A multi-topic presentation on several physical activity tools to promote and evaluate physical activity programs.

Friday, February 21, 2003

Concurrent Abstract Session 31

10:00 a.m.- 11:30 a.m.

Clark Room

Improving Oral Health in At-Risk Populations

Moderator

William R. Maas, DDS, MPH
Centers for Disease Control and Prevention

Presenters

Explicating the Interfaces Between Primary Care Dentistry and Medicine for At-Risk Young Children

David Krol, MD
Columbia University

Healthy Smiles: A Collaborative Approach to School-Based Dental Services

Regina Creech, MS
South Carolina Department Health and Environmental Control

Reported Dental Visits Among Persons with Diabetes—BRFSS 2001

Paul Eke, PhD, MPH
Centers for Disease Control and Prevention

Binge Drinking Among U.S. Adults

Timothy Naimi, MD, MPH
Centers for Disease Control and Prevention

This panel will shed light on efforts being made to improve the oral health of at-risk populations and will draw attention to binge drinking as a public health problem. The first presenter will describe issues that arise at the interface of medical and dental primary care for young children, so that participants can, in turn, help organizations and individuals promulgate successful policies that respect both opportunities and constraints in an integrated health system. Then participants will learn about the South Carolina Healthy Smiles Collaborative, a school-based program providing dental treatment to children in need who are not otherwise receiving care because of transportation or other barriers. The presenter will also describe the benefits of and barriers to collaborating with public and private entities to provide school-based dental services and lessons learned about developing and sustaining a service-based health education program. Through the use of age-adjusted Behavioral Risk Factor Surveillance System (BRFSS) Oral Health data from 14 states, the next presenter will illustrate that work still needs to be done to fulfill the *Healthy People 2010* objective (5-15) to increase the proportion of persons with diabetes who have at least an annual dental examination. The last presenter will quantify episodes of binge drinking among U.S. adults in an effort to illustrate the scope and magnitude of binge drinking as a public health problem.

Friday, February 21, 2003

Concurrent Abstract Session 32

10:00 a.m.- 11:30 a.m.

Lewis Room

Cancer Screening Programs: Evaluate and Adjust for Success

Moderator

Cheri Tolle, MAED, CHES

University of Kentucky Prevention Research Center

Presenters

Screening Mammography in an Integrated Women's Health Program: A Potential Success Story

Peter Rumm, MD, MPH

Department of Health and Family Services

Validity of Self-Reported Mammography: Examining Recall and Covariates Among Older Women in a Health Maintenance Organization

Lee Caplan, PhD, MD, MPH

Morehouse School of Medicine Prevention Research Center

The Influence of Psychosocial Factors on Breast Cancer Screening Among Multicultural, Low-Income, Premenopausal Women

Hosanna Soler-Vila, PhD

Yale University

"Nurse Provider" Model of Breast and Cervical Cancer Early Detection Program in Oklahoma

Peng Li, MPH

Oklahoma State Department of Health

This session will look at barriers to cancer screening and programs that promote it. The first presenter will discuss the Wisconsin Well Women Program study, which assessed the effectiveness of the program to screen underserved women in Wisconsin for breast cancer. Another presenter will speak on factors that may affect the validity of recall, as shown in a study on health maintenance organization members who self-reported mammography utilization. A report will be offered on psychosocial factors as barriers to breast cancer screening among low-income women within various ethnic groups in South Florida. The last presenter will discuss the "nurse provider" model for breast and cervical cancer screenings, the advantages and disadvantages of its use, and its applicability to community health intervention projects.

Friday, February 21, 2003

Concurrent Abstract Session 33

10:00 a.m.- 11:30 a.m.

Jefferson Suite A

Arthritis: Updates in Communications and Clinical Services

Moderator

Jackson (Jack) C. Hataway, Sr., MD, MPH, FACPM
Alabama Department of Public Health

Presenters

Evaluation of a Statewide Arthritis Awareness Campaign for Seniors

Pamela Van Zyl York, MPH, PhD, RD, LN
Minnesota Department of Health

Developing Arthritis Health Communication Programs for Work Sites

Pamela Van Zyl York, MPH, PhD, RD, LN
Minnesota Department of Health

Arthritis Management Clinical Recommendations, as Reported by Utah Arthritis Patients

LaDene Larsen, BSN
Utah Department of Health

Trends in Health Care Expenditure for Knee and Hip Replacement—Wisconsin, 1990–2000

Chetna Mehrotra, MPH, BS
Wisconsin Department of Health

In this session, panelists will speak on the latest issues in communications and clinical services for arthritis. Participants will first learn about four evaluative methods used collectively to assess the effectiveness of a multicomponent health communications campaign for arthritis awareness developed by the Minnesota Department of Health, Board on Aging, and Arthritis Foundation. The second presenter will investigate the needs and issues of workplace stakeholders to aid in the development of an effective arthritis health communication program for work sites. The third presenter will describe the findings of the Behavioral Risk Factor Surveillance System (BRFSS) Arthritis Follow-up Survey, which was designed by the Utah Arthritis Program to gain information on arthritis management, medical care, and other issues affecting arthritis patients. The fourth presenter explores the escalating rates of total knee replacement and total hip replacement and their impact on health-related expenditures in Wisconsin.

Friday, February 21, 2003

Concurrent Abstract Session 34

10:00 a.m.- 11:30 a.m.

Jefferson Suite B

Understanding Disparities in Cardiovascular Health

Moderator

Pattie J. Tucker, RN, DrPH
Centers for Disease Control and Prevention

Presenters

Factors Associated with the Adoption and Maintenance of Cardiovascular Health Behaviors in Urban and Rural African American Women

Dyann Matson Koffman, DrPH, MPH
Centers for Disease Control and Prevention

The Cardiovascular Health in Asian Indians Project

Susan Ivey, MD, MHSA
Center for Family and Community Health

Inflated Racial Disparities in Local Mortality Rates Due to Inaccurate Population Estimates

Kristen Mertz, MD, MPH
Georgia Division of Public Health

Racial Disparities in the Prevalence and Treatment of CHD Risk Factors Among Women

Ian Fiebelkorn, BA
Research Triangle Institute

Identifying contributing factors to racial disparities in cardiovascular health is key to eliminating the disparity gap. The first presentation will list factors that act as both barriers to and facilitators for exercise and weight loss among enrollees of two CDC-sponsored cardiovascular health trials, Project JOY in Baltimore, Maryland, and the Uniontown Project in Alabama.

Few data exist describing cardiovascular risks in specific Asian subgroups. The next presentation will highlight cardiovascular risks factors among Asian Indians in Northern California, as discovered by the results of a slightly modified Behavioral Risk Factor Surveillance System survey. One presenter observes the effects of inaccurate population estimates on racial disparities in cardiovascular disease mortality rates in four suburban Atlanta counties. The last presenter uses quantitative data analysis to examine racial disparities in the awareness of risk factors for coronary heart disease among women.

Friday, February 21, 2003

Concurrent Abstract Session 35

10:00 a.m.- 11:30 a.m.

Jefferson Suite C

program schedule

The Obesity Epidemic: Research and Responses

Moderator

Ann Kelsey Thacher, MS
Rhode Island Department of Health

Presenters

Health and Education Departments Partner to Promote Healthy Weight in Michigan Schools

Shannon Carney, MS
Michigan Department of Community Health

Fit WIC: A 5-State Obesity Prevention Program

Patricia Crawford, DrPH, MPH, BS
Center for Weight and Health

The Obesity and Diabetes “Epidemics” in Mississippi: To What Extent Are They Related?

Alan Penman, MD, MPH, MS
Mississippi State Health Department

Obesity Among Adults with Arthritis—Wisconsin, 2000

Chetna Mehrotra, MPH, BS
Wisconsin Department of Health

This panel showcases research, program design, and evaluation of obesity prevention. One presenter will provide details of a Michigan collaboration to develop a plan to help schools implement prevention and intervention recommendations to promote healthy weight and school health. The Michigan plan included six projects to move schools' policies and environment toward healthy changes. The next presenter will reveal that the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), although limited by its current environment and practices, could feasibly reinvent itself to better prevent childhood obesity. Participants will learn how WIC was redesigned for use in five states to be more effective. Using the hierarchical decomposition method applied to Mississippi Behavioral Risk Factor Surveillance System (BRFSS) data, the increase in the prevalence of diabetes between two time periods was partitioned into three components: an age effect, an obesity effect, and a rate effect. Participants will learn from the third presenter about this method, how to determine the relative contribution of each factor, and which of the three had the most impact on diabetes. Arthritis and obesity are both prevalent conditions in Wisconsin, and people with arthritis are more likely to be obese, even after adjusting for other factors. The last presenter will describe the relationship between arthritis and obesity in Wisconsin, the public health implications, and suggestions for future interventions.

Friday, February 21, 2003

Concurrent Abstract Session 36

10:00 a.m.- 11:30 a.m.

Jefferson Suite D

Pathways to Health—Promoting Lifestyle Change

Moderator

Katie Duggan, MPH, MS, RD
Saint Louis University

Presenters

Healthy Utah! Making the Case for Institutionalizing Employee Health Promotion Programs

Nancy Neff, MS, BS
Utah Department of Health

ACTIVATE: A Childhood Overweight Prevention Initiative

Richard B. Elder, MBA
International Food Information Council Foundation

Correlates of Obesity in a Cohort of Native American and African American Women from Oklahoma

Maria T. Spicer, PhD
Oklahoma State University

Girls Rule! A Church- and Home-Based Obesity Prevention Program for African American Girls

Alice Ammerman, PhD
University of North Carolina - Chapel Hill

Promoting health and positive lifestyle change, especially among at-risk populations, usually takes innovation and creativity, as demonstrated by this panel. Participants will learn that if a comprehensive employee health promotion program includes the right components and has obtained institutional support, the work site is the optimal location for health promotion activities and lifestyle behavior change. Based on 2½ years of unprecedented consumer research, ACTIVATE developed an innovative, interactive, and educational Web site (Kidnetic.com) that delivers healthy eating and physical activity messages to kids and their families. The second presenter will explain how consumer research can be used to successfully design and deliver chronic disease prevention information in ways that are engaging, relevant, and meaningful to help prevent childhood overweight and the associated chronic diseases. The third panelist will describe the results of a study that demonstrates the relationship between diet and biochemical and anthropometric parameters in Native American and African American women. Girls Rule! is an intervention described by the fourth presenter that integrates social cognitive theory with the spiritual, social, and cultural strengths of the African American church to provide physical activity and nutrition intervention for 6- to 9-year-old girls and their primary female caregivers. Participants will learn about the design and evaluation of this obesity prevention intervention and ideas for applications in other communities.

Friday, February 21, 2003

Concurrent Abstract Session 37

10:00 a.m.- 11:30 a.m.

Jefferson Suite E

Mobilizing Communities for Diabetes Control and Health Promotion

Moderator

Kathy H. Rufo, MPH

Centers for Disease Control and Prevention

Presenters

A State Program's Experience in Working to Eliminate Disparities in Diabetes

Allison Rick, MPH

Minnesota Department of Health

Creating Community Level Change: How Do You Know When It's Happened?

William Baldyga, DrPH

Illinois Prevention Research Center, University of Illinois at Chicago

Measuring the Impact of a Disease Management Program of Quality of Life in Diabetic Patients

David Walker, PhD

CorSolutions

Organizing the Community for Diabetes Control: Experience of the Chicago Southeast Diabetes Community Action Coalition

Aida L. Giachello, PhD

UIC Midwest Latino Health Research

These four presenters come together to share their wealth of experience in community efforts to control diabetes and improve the quality of life for people with diabetes. To begin, participants will hear about the Minnesota Diabetes Program (MPD), the strategies included in the program, and the role MPD plays in eliminating disparities in diabetes. Together, the Illinois Prevention Research Center (IPRC) and its community partners have created the ¡Sí Se Puede! Diabetes prevention and control initiative in two Chicago community areas. The second presenter will detail this ongoing project and the significant change in the ability of the community, on multiple levels, to address health concerns. The third panelist will offer insight into how disease management programs, which empower participants to self-manage through education, treatment plan implementation, and symptom identification, can help improve quality of life and reduce the financial burden of diabetes. Through the experiences of the Chicago Southeast Diabetes Community Action Coalition, the final panelist will explain how to address the issues and challenges of building a sustainable and effective chronic disease coalition.

Friday, February 21, 2003

Plenary Presentation

11:45 a.m.- 1:00 p.m.

Missouri/Illinois Ballrooms

The Art of Leadership in Public Health

Moderator

[Kathy Cahill, MPH](#)

Centers for Disease Control and Prevention

Presenter

A Time for Leaders

[Frances Hesselbein](#)

Peter F. Drucker Foundation for Nonprofit Management

Leadership is a matter of how to be, not how to do it. Frances Hesselbein, hailed as one of the most innovative and inspired leaders today, will share her practical, down-to-earth wisdom on leadership that, when taken to heart, can make a difference in participants' lives. She will talk about innovation, change, diversity, and what it means to be a leader today, especially in times of economic challenges. This session will engage, energize, and inspire current and emerging leaders to do their best and be their best.

Closing Plenary

[James S. Marks, MD, MPH](#)

Centers for Disease Control and Prevention

[Susan R. Tortolero, PhD](#)

University of Texas Health Science Center - Houston

[Jackson \(Jack\) C. Hataway, Sr., MD, MPH, FACPM](#)

Alabama Department of Public Health



ancillary meetings

Monday, February 17, 2003

CDD - Lower Prevalence Chronic Conditions

Fran C. Wheeler
Chronic Disease Directors

1:00 pm – 5:00 pm

Jefferson Suite A

PRC Project DEFINE Design Team

Lynda Anderson
Centers for Disease Control and Prevention

5:00 pm – 6:30 pm

Board Room – Lobby Level

Tuesday, February 18, 2003

PRC Directors

Jean Smith
Centers for Disease Control and Prevention

8:00 am – 5:00 pm

Meramec Room

CDD Annual Business Meeting

Ryan L. Dryden
Chronic Disease Directors

8:30 am – 12:00 noon

Missouri Room

PRC Healthy Aging Research Network (HAN)

Gwen Moni
University of Washington

11:00 am – 9:00 pm

Jefferson Suite C

PRC Administrators

Jean Smith
Centers for Disease Control and Prevention

12:00 noon – 5:00 pm

Jefferson Suite B

CDD Legislative and Policy Committee

Jean Chabut
Michigan Department of Community Health

12:30 pm – 1:30 pm

Missouri Room

CDD/PRC School Health Meeting

Stacey Tompkins
Chronic Disease Directors

1:00 pm – 2:00 pm

Lewis Room

CDC PRC National Community Committee Advisory Committee

E. Yvonne Lewis
FACED

1:00 pm – 2:30 pm

Board Room – Lobby Level

CDC National Comprehensive Cancer Control Program

Leslie Given
Centers for Disease Control and Prevention

1:00 pm – 4:00 pm

Laclede Room

National Center for Health Statistics

Kate Bret
National Center for Health Statistics

1:00 pm – 5:00 pm

Jefferson Suite F

WISEWOMAN	1:00 pm – 8:00 pm
Chris Stockmyer Centers for Disease Control and Prevention	Clark Room
Editorial Board for Preventing Chronic Disease	2:00 pm – 4:00 pm
Lynne S. Wilcox Centers for Disease Control and Prevention	Jefferson Suite A
CDD School Health Committee Meeting	2:00 pm – 3:00 pm
Stacey Tompkins Chronic Disease Directors	Lewis Room
CDC PRC National Community Committee (NCC)	2:30 pm – 5:00 pm
E. Yvonne Lewis FACED	Mississippi Room
CDD School Health Collaborative Meeting	3:00 pm – 6:00 pm
Stacey Tompkins Chronic Disease Directors	Lewis Room
CDD: Healthy Aging Initiative	4:00 pm – 6:00 pm
Jeanne Alongi Chronic Disease Directors	Chouteau Room
NPC/CDD/CDC Forum and Dinner	4:00 pm – 10:00 pm
Fran C. Wheeler Chronic Disease Directors	Illinois Room
Diabetes Council	4:30 pm – 6:30 pm
Mimi Hartman Chronic Disease Directors	Field Room
Cardiovascular Health Program Managers	6:00 pm – 8:00 pm
Lazette Lawton Centers for Disease Control and Prevention	Jefferson Suite E
Reception for the PRCs	6:00 pm – 10:00 pm
Jean Smith Centers for Disease Control and Prevention	Missouri Room

Wednesday, February 19, 2003

Train the Trainer	6:30 am – 7:30 am
Jack Hataway Alabama Department of Public Health	Chouteau Room
CDC - Division of Diabetes and Translation	6:30 am – 8:00 am
Mike Engelgau Centers for Disease Control and Prevention	Jefferson Suite E
PRC Communications/ Dissemination Committee	7:00 am – 8:00 am
Joel S. Meister Arizona College of Public Health	Lewis Room

PRC Research Committee	7:00 am – 8:00 am
Jim LoGerfo University of Washington	Board Room – Lobby Level
New Millenium Breakfast	7:00 am – 8:30 am
Jean Chabut Michigan Department of Community Health	Field Room
State – PRC Collaborative	7:00 am – 8:30 am
Fran C. Wheeler Chronic Disease Directors	Atrium C – Lobby Level
Chronic Disease STEPPS	7:30 am – 8:30 am
Paul Z. Siegel Centers for Disease Control and Prevention	Laclede Room
New Millennium Lunch	12:00 noon – 1:30 pm
James Johnson Chronic Disease Directors	Chouteau Room
The Cancer Prevention and Control Network	12:00 noon – 1:30 pm
Cheri Tolle University of Kentucky Prevention Research Center	Boardroom – Lobby Level
CDD New Millennium Committee	3:00 p.m. – 4:30 pm
James Johnson Chronic Disease Directors	Boardroom – Lobby Level

Thursday, February 20, 2003

Train the Trainer	6:30 am – 7:30 am
Jack Hataway Alabama Department of Public Health	Chouteau Room
Nutrition and Physical Activity Work Group (NUPAWG)	6:30 am – 8:00 am
David C. Ramsey Centers for Disease Control and Prevention	Board Room – Lobby Level
CDD - Old/New Board Breakfast (Farewell and Welcome)	7:00 am – 8:15 am
Ryan L. Dryden Chronic Disease Directors	Jefferson Suite C
Women's Health Council Lunch (invitation only)	12:00 noon – 1:30 pm
James Johnson Chronic Disease Directors	Jefferson Suite A
Media Opportunity on Stroke	12:00 noon – 1:30 pm
Marsha Houston Centers for Disease Control and Prevention	Jefferson Suite F
Division of Nutrition and Physical Activity - Physical Activity and Health	6:00 pm – 7:30 pm
Thomas L. Schmid Centers for Disease Control and Prevention	Atrium C – Lobby Level

CDD Science and Epidemiology Committee	6:30 pm – 8:30 pm
Lisa Renzi	Jefferson Suite B
Chronic Disease Directors	
Chronic Disease STEPPS	6:30 pm – 8:30 pm
Paul Z. Siegel	Jefferson Suite D
Centers for Disease Control and Prevention	
Cardiovascular Health Council	6:30 pm – 9:00 pm
James Johnson	Jefferson Suite C
Chronic Disease Directors	
PRC Obesity Network and Funded Obesity Prevention States	6:30 pm – 9:30 pm
Robin Hamre	Jefferson Suite A
Centers for Disease Control and Prevention	

Friday, February 21, 2003

Train the Trainer	6:30 am – 7:30 am
Jack Hataway	Chouteau Room
Alabama Department of Public Health	
Chronic Disease Directors (CDD) New Board Breakfast	7:00 am – 8:00 am
Ryan L. Dryden	Jefferson Suite F
Chronic Disease Directors	
Conference Planning Committee Debriefing	1:00 pm – 4:00 pm
Carol A. Bryant	Field Room
Florida Prevention Research Center at the University of South Florida	
CDD: End of Life Advisory Group	1:00 pm – 6:00 pm
Jeanne Alongi	Atrium C – Lobby Level
Chronic Disease Directors	

Index

A

Abarca, J.	29
Acheson, L. S.	21
Agbayani, N. L.	69
Ahmed, I. A.	59,60
Ainsworth, B.	15
Aldrich, T. E.	94
Allen, G.	28
Alongi, J.	49,114,116
Altpeter, M. A.	49
Ammerman, A.	110
Anderson, E. E.	102
Anderson, L.	94,113
Anderson, M.	65
Arenander, A. T.	101
Arose, L.	94
Arrom, J. O.	17
Austin, S. B.	87
Ayala, C.	41

B

Bacak, S.	74
Backman, D.	27
Bacon, C.	16
Bailey-Davis, L.	54,56
Baime, J.	33
Baldyga, W.	111
Bales, V. S.	43
Barajas, F.	61,102
Barringer, M. C.	1
Barron-Simpson, R.	18
Barteet, R. E.	58
Bates, B.	86
Baumgartner, E. T.	34,68
Beattie, B. L.	96
Benavente, O.	66
Benn, S. L.	1
Berger, N.	1,16
Bethel, M.	49
Blades, L.	95
Blumenthal, D. S.	97
Boddie-Willis, C.	44
Boldt, D.	78
Bors, P.	17
Boslaugh, S.	74
Bowman, B. A.	81

Bradt, E. K.	82
Brady, T. J.	67
Brennan, J. K.	35
Bret, K.	113
Bright, F. S.	1
Brown, K. M.	33
Brownson, R. C.	9,31,55
Brownstein, J. N.	41
Bruning, W. L.	79
Bryant, C. A.	1,33,116
Burgeson, C.	30
Burke, J.	64

C

Cahill, K.	112
Caisley, L.	98
Caito, N.	61
Callahan, L. F.	85
Canova, D.	68
Caplan, L.	106
Carmona, R. H.	5,13
Carney, S.	109
Carr, A. B.	1
Case, G. B.	25
Casey, M. O.	77
Casper, M. L.	66,72
Castillo-Richmond, A.	101
Ceridwyn, N.	15,96
Chabut, J.	1,21,113,115
Chapel, T. J.	23
Chattopadhyay, S. K.	24
Cheung, L.	86
Clark, S.	51
Coen, D.	62
Coleman, J. L.	1
Collie, V.	28
Collins, J. L.	1,20,44
Concannon, M.	25,56
Connors, V.	70
Cook, L.	57
Cooke, R. B.	18
Cooper, C. P.	1
Cradock, A.	28
Crawford, P.	109
Creech, R.	105
Crespo, R. D.	64
Cullinen, K.	15

D

Daily, L.	49
-------------------	----

Das, I. P.	60
Davis, N.	54
Davis, S. M.	57
Demiris, G.	77
Denny, C.	39,97
Deshpande, A. D.	53
Dietz, M. J.	15
Dignan, M.	51
Dillon, M.	69
DiSogra, L.	22
Douglas, C. T.	33
Douglas, K. A.	62
Dowell, M.	62
Dryden, R. L.	1,113,115,116
Duggan, K.	1,61,110
Dunn, C.	37
Dusenbury, L.	1

E

Eichner, J. E.	1,23
Eke, P.	105
Ekwueme, D. U.	24
Elder, R. B.	110
Engelgau, M.	114
English, L.	40
Epping, J. N.	104
Epstein, S. D.	18
Evans, A.	84

F

Feldman, G.	15
Fellers-Dekle, H.	83
Ferguson, T.	98
Ferrer, B.	51
Fiebelkorn, I.	108
Fields, R. M.	85
Fine, E.	38
Finklestein, E.	99
Fisher, B. D.	48
Fitzner, K.	16
Fleisher, L.	15
Fleming, D. W.	19
Foell, K.	17
Fogel, C.	99
Frank, L. D.	34
French, M.	1
Fridinger, F.	53
Fries, S. T.	5,14

G

Garcia, O.	100
Garcia Cook, R. A.	88
Gardiner, K. M.	64
Gearing, J.	85
Gerberding, J. L.	5,12,14
Getz, M. A.	58
Giachello, A. L.	111
Giles, R.	65
Given, L.	62,113
Gomez, C.	78
Gonzalez, M.	90
Goodman, R. M.	23
Goodson, P.	16
Gottlieb, N.	88
Granner, M.	64
Green, Anna	47
Greendale, K.	62
Greene, Amy	56
Greenwell, M.	47
Groenewold, M.	63
Grost, L.	56

H

Hager, B.	99
Hagood, L.	74
Hall, S.	1
Hamre, R.	116
Haney, D.	41
Hanson, K.	35
Hardy, R. M.	100
Harrel, T.	98
Harrell, M.	58
Harrykisson, S.	93
Hartman, M.	1,114
Harvill, J. A.	1
Hataway, J.	1,78,107,112,114,115,116
Hawkins, D.	61
Healton, C. G.	1
Heath, G. W.	104
Hefelfinger, J.	79
Heintz, S.	25
Heiser, C.	95
Helstad, C.	54
Henson, R.	53
Herman, C. J.	62
Hernandez, M.	59
Hesselbein, F.	45,112
Hinkle, A. J.	58
Hoffman, D. P.	1,81

- Hoffman, M. K. 67
 Hollis, C. 52
 Holmes-Chavez, A. K. 1
 Hooker, S. 77
 Housemann, R. A. 58,95
 Houston, M. 22,115
 Howard, G. 66
 Howard, T. M. 1
 Huang, P. 1,48
 Hughes, S. F. 56
 Huhman, M. 15,47
 Hunter, J. 29,39
 Hunter, R. 49
 Huston, S. 95
- I**
- Igbokwe, J. E. 63
 Ingersoll, G. 97
 Islam, N. 18
 Ivey, S. 108
- J**
- Jackson, P. M. 1,82
 Jenkins, C. 75
 Jenkins, L. K. 52,63
 Jenkins, R. E. 61
 Johnson, D. B. 26,61,84
 Johnson, J. 115,116
 Jones, C. P. 16
 Jones, D. 17,57
 Jones, E. 68,87
 Jones, F. 60
 Jones, P. A. 62
- K**
- Kanu, M. 64
 Katz, D. L. 1,16
 Katz, M. 51
 Katz, R. J. 68
 Keast, D. 76
 Keeling, R. P. 57
 Keenan, N. L. 99
 Kelsey, K. 84
 King, C. N. 56
 Klein, A. 63
 Knapp, N. 17
 Kolbe, L. J. 93
 Korn, J. M. 1
 Koslo, J. L. 57
- Kownaski, M. 2
 Kozoll, R. 18
 Krauss, M. 53
 Kreul, C. 80
 Krol, D. 105
 Kulzer, J. L. 38
 Kurata, J. H. 88
- L**
- Labarthe, D. R. 2
 Lampiris, L. 94
 Larsen, L. 21,107
 Lawson, P. 64
 Lawton, L. 114
 Lazenby, E. A. 2
 La Porta, M. 18
 Lee, C. 76
 Lee, N. C. 39
 Lee, P. 70
 Leistikow, B. 59
 Leonard, B. 18,26,63
 Leonard, B. A. 2
 Levine, B. W. 2,46,68
 Lewis, E. Y. 2,113,114
 Lewis, S. D. 65
 Li, P. 106
 Librett, J. J. 104
 Lillquist, P. 38
 Lipton, M. 59
 Lloyd, L. M. 2
 Lock, A. 2
 Lockhart, S. 83,99
 LoGerfo, J. 77,115
 Londe, P. 47
 Lonsdorf, N. 101
 Lovegreen, S. 87
 Lumpkin, J. L. 32,59
 Lyman, D. O. 2
- M**
- Ma'at, I. 17
 Maas, W. R. 105
 Mahan, H. 34
 Majestic, E. 2
 Malarcher, A. M. 2
 Malone, B. R. 2,31,78
 Markham, C. M. 103
 Marks, J. S. 9,12,55,66,112
 Marmet, P. F. 2,12,20
 Marr-Lyon, L. 52

- Marshall, J. A. 64,84
 Marzouka, S. J. 87
 Masson, P. 40
 Matson Koffman, D. 16,27,59,108
 Maylahn, C. 2
 Mazdra, B. 82
 McCullum, C. 30
 McDonnell, J. 57
 McGinnis, J. J. 85
 McGowan, J. 32
 McKenney, N. 80
 McLean, P. 2,101
 McNeill, A. 2
 McQueen, D. V. 90
 Mehrotra, C. 107,109
 Meister, J. S. 114
 Mensah, G. A. 72
 Meriwether, B. 65
 Mertz, K. 108
 Mettler, M. 45,71
 Mikkelsen, L. 58,82
 Milan, J. A. 60
 Moe, P. C. 34
 Molinari, N. A. 24
 Moni, G. 113
 Moore, J. 41
 Moore, M. 5,19
 Moore, W. 30
 Morales, P. K. 90
 Motton, F. 31
 Mudano, A. 60
 Murphy, P. E. 2,67
 Murray, N. G. 56,103
 Murray, S. D. 2,52
 Myers, M. L. 2
- N**
- Nagler, E. 60
 Naimi, T. 105
 Nanney, M. S. 26
 Nathanson, S. 67
 Naylor, P. 75
 Neff, N. 110
 Neiman, K. H. 2
 Nelson, J. C. 2
 Newkirk, J. 58
 Nguyen, O. 97
 Nickell, B. 31
 Nine, S. 75
 Novelli, W. 5,43
 Nye, K. 78
- Nye-McKeown, J. 15
- O**
- O'Banion, N. 100
 O'Connell, K. L. 56
 Oakes, C. 80
 Oliphant, J. 2
 Oliver, R. E. 63
 Olson, J. 64
 Oman, R. 84
 Oppen, M. 95
 Ottenritter, N. W. 18
- P**
- Palombo, R. 15,38
 Paras, K. 58
 Pareo, S. L. 16
 Pate, S. L. 61
 Patrick, M. 85
 Patterson, B. 2
 Payne, R. 67
 Penman, A. 109
 Perry-Casler, S. M. 2
 Petersmarck, K. A. 50
 Peterson, K. E. 64
 Peterson, M. 31
 Phelan, E. 77
 Phillips, M. 54
 Phoenix, J. A. 96
 Pickard, S. P. 79
 Pluto, D. M. 75
 Porras, J. Z. 2
 Potts-Datema, W. H. 2,68
 Provan, K. 75
 Puckett, E. M. 66,72
 Puett, R. 94
 Pulley, C. 31
- R**
- Raab, K. 59
 Ramos, C. 59
 Ramsey, D. C. 2,115
 Ramsey, T. 2
 Redman, L. J. 41
 Reed, B. D. 2
 Reeder, R. 54
 Rennegarbe, R. 39
 Renzi, L. 116
 Resnick, M. D. 12

Reynen, D.	29,38
Rhoades, R.	86
Rice, D.	63
Rick, A.	111
Roach, B. H.	17
Roberts, M. J.	57
Roca, A.	2,90
Rodriguez-Sanchez, M.	102
Rogers, C.	27
Rogers, J. L.	63
Romaniello, C.	63
Ronan, M.	30
Rossouw, J. E.	32
Rowley, K. R.	61
Ruff, A. T.	57
Rufo, K. H.	111
Rumm, P.	106
Russell, C.	25

S

Saaddine, J.	70
Sadler, M. D.	26
Sampsel, S.	2
Scala, M. A.	96
Schaeffer, R. D.	2
Scheu, L.	100
Schmid, T. L.	50,88,115
Schoeberl, M. A.	2,78
Shaffer, N. G.	58
Sharma, H.	101
Sharpe, P. A.	74
Shea, L.	57
Shenson, D.	49
Shepard, D. M.	2,28
Shepherd, R. C.	35
Siegel, P. Z.	98,115,116
Sieving, R. E.	2,86
Silberman, K.	22
Simoes, E.	60
Simon, P.	98
Slonim, A. B.	2,80
Smith, G. I.	61
Smith, Jean	2,113,114
Smith, Jennifer	48
Smith, S.	96
Snyder, S.	16
Soler-Vila, H.	106
Solera, M. K.	22
Sones, M. K.	2
Spicer, M. T.	110
St. John, T. L.	27
Standifer, S.	78
Staten, L.	86
Staten, R. R.	40
Steiner, B.	17
Steiner, C.	51
Steinfelt, V. E.	18
Sterling, T. D.	1
Sternberg, E.	2
Stevenson, B.	3
Stockmyer, C.	114
Stroup, D. F.	31
Sugerman, S. B.	26
Suther, S.	62
Sutton, V.	3
Syme, S. L.	5,43

T

Tangka, F. K.	24
Tate, M.	1,76
Tessaro, I.	63
Thacher, A. K.	109
Thomas, C. L.	37
Thompson, E.	66
Thompson-Reid, P. E.	3
Tielsch, J.	70
Tolle, C.	106,115
Tomiyasu, D. W.	44
Tompkins, S.	113,114
Tortolero, S. R.	12,20,103,112
Townsend, C. R.	61
Townsley, P. A.	92
Trevino, R.	52
Tucker, P. J.	69,108
Tuomilehto, J.	81
Tutor, C.	62

U

Uyeki, T.	65
-------------------	----

V

Varpness, J. G.	45
Veazie, M. A.	15
Venkat Narayan, K.	70,81
Vinacor, F.	81
Voelker, L. P.	83

W

Wadhwa, S.	17,100
--------------------	--------

Walker, D.	111
Wallace, L. A.	59
Ware, J.	3,30
Washam, J.	3
Waterman, M. B.	35
Wayman, J.	83
Webb, M. I.	5,14
Wechsler, H.	93
Wetta-Hall, R.	60
Wheeler, F. C.	3,73,113,114,115
White, M. F.	3,45
White, R. F.	17
Whitelaw, N.	71
Wiecha, J.	74
Wigand, D. A.	25
Wiggs, I.	31
Wilbur, P.	22
Wilcox, L. S.	91,114
Wilkerson, R.	50,56
Williamson, D. E.	78
Wilson, D. F.	3
Wilson, P. S.	44,92
Wiser, B. H.	49
Witmer, L.	88
Wong, F. L.	47
Woodward-Lopez, G.	84
Wootan, M.	68
Wu, M.	60

X

Xiangjun, Y.	62
----------------------	----

Y

Yancey, E. M.	29
Yerkes, A. M.	3
Yoon, P.	21
York, P. Van Zyl	107
Younis, A.	69

Z

Zedosky, L.	28
Zellers, L.	53
Zhang, L.	56
Zofia, S.	58

